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# HORTICULTURE

Vol. XXXIII JANUARY 10, 1921 No. 1


## NEW CARNATIONS

Three Top Notch Ones

### MAINE SUNSHINE

(Strout's, Inc.)

Clear, golden yellow. Seedling from Mrs. C. W. Ward and Crystal White. Easy to grow. Resembles Matchless in size and form. Truly a wonderful yellow variety.

$15 per 100, $120 per 1,000

### WHITE DELIGHT

(Strout's, Inc.)

Clear white sport from Pink Delight. An improvement over its parent in all but color. It POSITIVELY is more vigorous in growth than Pink Delight.

$12 per 100, $100 per 1,000

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(A. N. Pierson, Inc.)

Seedling from Mrs. C. W. Ward and Good Cheer. Similar in color to Good Cheer. Of very free and easy growth. Promises to be a profitable cerise pink.

$12 per 100, $100 per 1,000

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*Plant Brokers*

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BURTON QUALITY

| | Per Doz. |
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| Special | $12.00 |
| Fancy | 9.00 |
| Extra | 7.50 |
| First | 6.00 |
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## FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time. We can give you extra value in all of the sizes and would recommend that orders be placed at once for whatever stock you need. These ferns will often take the place of high priced flowers and will give your customers good satisfaction. Just at this time we can give you exceptionally good value.

**NEPHROLEPIS VICTORIA (The Victory Fern).** A beautiful, new, crested form of Teddy, Jr. 2¼ inch pots, $3.00 per dozen, $20.00 per 100; 3½-inch pots, 50c. each; 6-inch, $1.00 each; large specimens, 8-inch, $3.00 each.

**NEPHROLEPIS elegantissima compacta.** 3½-inch pots, 50c. each; 6-inch, $1.00 each; large specimens, 8-inch, $2.00 to $3.00 each; 12-inch, $6.00 to $7.50 each.

**NEPHROLEPIS Muscosa.** 3½-inch pots, 50c. each; 5-inch $1.00 each.

**NEPHROLEPIS Superbissima.** 12-inch pots, $6.00 each.

**NEPHROLEPIS Dwarf Boston.** 6-inch pots, $1.00 each; 8-inch, $2.00 each.

Packing added extra at cost.

**F. R. PIERSON, Tarrytown, N. Y**



## FERNS

Are all pot grown and are in good, shipped without pots:—

BOSTONS and SCOTTII:—

| | | |
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| 4 inch | $3.60 per doz. | $25.00 per 100 |
| 5 inch | 5.40 per doz. | 40.00 per 100 |
| 6 inch | 8.00 per doz. | 60.00 per 100 |

HOLLY FERNS, Cyrotonun Rockfordianum:—
4 inch $3.60 per doz. 5 inch $6.00 per doz.

BIRDS NEST—5 inch $1.00 each

TABLE FERNS, assorted—3 inch $6.00 per 100

COLEUS, Brillaincy—3 inch $4.00 per 100

FUCHSAIS, assorted—3 inch $4.00 per 100

PELARGONIUMS, assorted—3 inch $10.00 per 100

Lantanas; Heliotrope; White Swansonia; Coleus; Moonvines; Salvia; Parlor Ivy; Achyranthes; Ageratum.
3 inch $3.75 per 100

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Reselected Strains in Seeds
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Catalogue upon Application

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BOSTON, MASS.

## NEW ENGLAND NURSERYMEN

### Program for the Annual Convention to Be Held in Boston Jan. 25-26

The annual convention of the New England Nurserymen's Association will be held at the American House in Boston, Jan. 25 and 26. Everyone engaged in the growing of general nursery stock whether a member or not is invited to be present. The program is as follows:

**Tuesday, January 25, 1.30 P. M.**

Roll Call of Members.
President's Address.
Reports of Officers and Committees.
Appointment of Auditing and Nominating Committees.
Address:
"Business Conditions and Outlook,"
Mr. Windsor H. Wyman.
"Nursery Conditions in Europe,"
Mr. J. K. M. L. Farquhar.
"Supply and Demand,"
Mr. A. E. Robinson.

**Tuesday, 7 P. M.**

Banquet and Entertainment.

**Wednesday, January 26, 9.30 A. M.**

Reports of Special Committees.
Election of Officers.
Address:
"Nursery Training in Schools and Colleges,"
Prof. Frank A. Waugh.
"Quarantine No. 37"
Mr. J. H. MacFarland.
"The American Association,"
Mr. John Watson.
Discussion.

## FORREST A SCOTCHMAN

Editor of HORTICULTURE:

In your issue of Dec. 23 I read with great pleasure that the George Robert White Medal of Honor for the year 1920 has been awarded to George Forrest. From Mr. Rich's notes one would think he is an Englishman. He is a Scotchman and was born in Falkirk, Scotland, in 1873. Men who know of Mr. Forrest's achievements as a plant collector will be gratified that this honor has been bestowed upon him. On one of his trips to China he endured more hardships probably than any other collector ever did.

ROBERT CAMERON,
Castle Hill, Ipswich, Mass.

William and John Rider, florists of Mill Road, Wantagh, N. Y., are making extensive improvements, including the construction of a new greenhouse.

The Ashtabula Floral Co. gas opened a new store at Ashtabula, Ohio, with Ernest T. Tong as manager. The concern has adopted as its motto, "Say It With Our Flowers."

**Lily of the Valley Pips**

Extra fine strain
EXHIBITION size

German "LUBECK" Pips just arrived

Price in cases 1,000, 500, or 250 each, on application.

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**Cyclamen Giganteum Seeds**

Kelway's Perfect Model, a pedigree strain. All new Crop Seed available for immediate delivery.

| | Per 1000 | Per oz. |
|---|---|---|
| Salmon King | $6.50 | $19.00 |
| Crimson | 5.00 | 15.00 |
| Salmon | 6.50 | 19.00 |
| Charming Bride | 5.50 | 15.50 |
| Mixed | 4.40 | 13.50 |
| Dark Crimson | 6.50 | 19.00 |
| Rose | 5.00 | 15.00 |
| White with Eye | 5.00 | 15.00 |
| Pure White | 5.00 | 15.00 |

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LAGER & HURRELL, Summit, N. J.

# HORTICULTURE

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIII JANUARY 10, 1921 No. 1

## THE TALK OF THE TRADE

A new rose, Columbia supreme, an introduction this year, has all the ear marks of a valuable sort. Columbia will be remembered by growers in years to come as a rose of general value to all growers. Whenever roses are forced under glass Columbia will be found, and it will be placed in the list of forcing roses along with Bride, Bridesmaid, Killarney and Ophelia as good stand-bys. We now are interested in a sport of Columbia which has every indication of being equally as good. It is said that Columbia supreme carries all the desirable characteristics of its parent. Practically the only difference is the color. It is much deeper in color, running almost as deep as Killarney Brilliant. The variety is claimed to be better than Columbia, and having the great freedom of growth and flower, with the ability to fight against mildew, black spot and other diseases, it should find its place with the best forcing sorts. Rose growers who have seen this variety think very well of it, and advance sales indicate very heavy plantings for this coming season.

Another rose from which we have a right to expect a great deal is Golden Ophelia. In spite of the name it is not a sport but a seedling from Ophelia. In growth it is similar to its parent, and the foliage is particularly fine. Another point which is pleasing is that it grafts readily, and not many yellow roses have that good point. The color of the flowers is a true, deep yellow, not shaded, but even through the entire flower. And furthermore it has been sufficiently tried during the past year to warrant planting this year. There should be no doubt about it making good.

---

I find there is a good call for small plants of Feverfew at about this time, with very little stock to go around. Anyone having 2¼ in. plants beyond his own needs will do well to make it known, as it is time now to get them planted and coming along for spring flowering. In fact, there are quite a number of lines which the florist handling mixed stock must keep his mind on. For instance, seeds of Vinca alba and Vinca rosea should be sown now to give good results for spring pot plant sales, and stock for Memorial Day cut flower purposes will want to be coming along steadily also. Memorial Day seems a long way off at Christmas time, but January brings to our attention a lot of lines that must be handled.

---

Geranium stock is scarce again, as for the last few seasons. In fact, there is no variety of geraniums offered in any quantity except S. A. Nutt. This is one of the best sorts, but it can't take the place entirely of Ricard, and of course Poitevine and Jean Viaud are always needed in quantities.



Rose House of A. N. Pierson, Cromwell, Conn.

JUL 11 1923

Max Schling has an active mind, and knows that the best advertising is not necessarily the kind that is paid for. When he talked to a reporter of the New York Times recently, with the result that a column story appeared in that great paper, he did a good piece of work, not only for himself but for the whole florist trade. I wonder, though, if what he says about the growing use of fancy boutonnierres applies to other cities as well as New York. The time was when it was a very common thing for men everywhere to wear a buttonhole flower, but of late years there seems to have been a tendency to abandon the practice. However, Mr. Schling speaks about the custom as follows:

"For boutonnieres many men now stop at the florists regularly every morning for a flower. It is a standing



MAX SCHLING

order, and they pay for whatever it is, 15 cents in winter and 10 cents in summer. Gardenias are not the favorite flower now for general use, only for evening or for formal occasions. In France and England for many years men have worn carnations, and now they are doing it more here, a red carnation—the dark red, not the bright Christmas variety—for daytime and the white one for evening. There are certain men who always wear one of the tiny Sweet Heart roses, and they pay 10 cents in winter and 5 cents in summer. All the flower wearing has been a propaganda of cheerfulness since the war."

I certainly hope that the tendency is running again in the direction of using buttom hole flowers, as the custom is a good one. Not only does it stimulate the sale of carnations, but what is more important, it gets men to come into the stores, with the result that other orders are given.

---

Mr. Schling has also noted, and no doubt has taken advantage of, the growing custom of having flowers in offices. This suggests an opportunity to which many florists might well give their attention. With a little solicitation a considerable business can be built up in this way. Mr. Schling talked about the matter to the reporter in the following words:

"In a man's office he has nothing but a dull routine of business. He looks from the window and he sees nothing but more business—some one drumming on a typewriter—and he needs something beautiful for rest and relaxation. Men have learned this, and I could tell you of thirty or forty offices where there is a standing order for a few roses to be left several times a week. In some of the offices they have them sent Mondays, Wednesdays and Fridays, and in others, Mondays, Wednesday and Saturdays, and the last they take home. If they are not roses they will be the spring, summer or fall flowers, as they are in season. A few men have a quantity of flowers to fill several vases, and now when a man has a birthday his family and his friends send flowers to his office, where he will enjoy them more than he will at home."

---

Burpee's Annual is one of the first catalogues to reach my desk, and as usual is replete with color and fascinating in its description of new plants. Among the latter are several sweet peas which ought to make a wide appeal. They include Glitters, a colored picture of which appears on the back cover, Flamingo, Lemon Beauty and Peach Blossom, three others illustrated in colors inside the catalogue. These are superb novelties, and will enhance the Burpee reputation. Other novelties include a new cactus flowered zinnia, some new dahlias, and a new half long beet.

---

I notice that the Burpees are announcing a reduction in prices for 1921. This is quite opposite to what it had been expected from seedsmen in general, as a result of certain advance announcements. The catalogue contains a slip which is calculated to induce early ordering, something to be desired by all seedsmen. Ten per cent. extra value will be given on all vegetable and flower seeds purchased during January or February. This applies to retail orders for vegetable and flower seeds, and ought to help in avoiding the late spring rush.


LILY BULBS

Giganteum from Chicago, Denver, Toronto and New York. Hardy varieties and Formosum from New York.
New crop—write for prices.

FOR FALL SHIPMENT, 1921

French Bulbs, Dutch Bulbs, Lily Bulbs, Valley Pips, Manetti Stocks, Palm Seeds.

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T. R. Begonia and Gloxinia Bulbs, Bamboo Stakes, green and natural Raffia, natural and colored. Write for prices stating your requirements.

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NURSERYMEN, FLORISTS, PLANTERS
RUTHERFORD, NEW JERSEY
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Nephrolepis Norwood
Best Crested Fern
4 inch pots, extra heavy, $35.00 per hundred; 6 inch, $75.00 per hundred.
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E. W. FENGAR
CHRYSANTHEMUMS
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IRVINGTON, N. J.

Burpee's Seeds Grow
Wholesale Price List for Florists and Market Gardeners
W. Atlee Burpee Co.
Seed Growers Philadelphia

Specialty Xmas and Easter Potted Plants
TO THE TRADE ONLY
A. L. MILLER
JAMAICA - - NEW YORK

John Lewis Childs has also come along with his new catalogue, which also includes several novelties, among the most interesting being the famous Chinese Wool flower in the three new colors, light yellow, scarlet and pink. This plant has steadily made headway, and is now being widely used as a summer bedder, for which it is well adapted. Mr. Childs is also featuring zinnias, of which he has many kinds, including a curious conical zinnia, and the English novelty achievement.

Retail florists who want to get pointers on window dressing should apply to the New York Floral Co., doing business in New Rochelle. Some time ago the business men's section of the Chamber of Commerce announced a window display contest. There were several hundred entries. The competition was very keen, and the judges were obliged to go over the windows of the best half dozen or more several times before they finally reached a decision, but there seems to have been general satisfaction in the award, which gave the first prize to the flower concern.

It would seem as though similar contests might be carried out with success in other cities.

It seems that our English cousins are having a hard time in fixing prices for seeds, especially flower seeds. According to the Manchester Guardian-Commercial there are constant surprises in this line.

While sweet peas are almost non-existent. Most of the contracts are now delivered and at the time of writing, in addition to the absence of white, there is a very marked scarcity of red and pink. In fact, the feature of the market is that the colors usually so plentiful are now very difficult to find. Asters, stocks, eschscholtzia and nigella are all very scarce.

For that matter, it appears that there is scarcity in some flower seeds in this country. H. M. Barr, of Ventura, Cal., reports a crop about 50 per cent normal. There is a shortage of Cobea scandens, and Salvia is only about half a crop. Petunias, the main crop produced by Mr. Barr, will make only 60 per cent, although the field was fortunately doubled in size last year so that there will be as great a quantity of seed as before.

The Hauger Co., of Indianapolis, Ind., is consolidating its three stores and will occupy the entire lower floor of the Taggart Building on Massachusetts avenue, having acquired a 25-year lease.


**Headquarters for Winter Supplies**

HOLLY BOXWOOD LAUREL
PRINCESS PINE IMMORTELLES

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CHICAGO **VAUGHAN'S SEED STORE** NEW YORK



FRANK W. WALKER

**DAHLIAS**

FIELD GROWN ROOTS
FOR
**SEEDSMEN, NURSERYMEN and FLORISTS**

The popularity of this flower is steadily on the increase—witness the tremendous success, last September, of the New York Dahlia Show, when the roof-garden of the Hotel Pennsylvania was crowded for three consecutive days.

From my stock of over one thousand varieties I am able to select for you a complete and well balanced list of both commercial and new varieties. I shall be pleased to prepare such a list upon request.

**J. K. ALEXANDER,** *The Dahlia King*

LARGEST DAHLIA GROWER IN THE WORLD

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47-54 North Market Street

BOSTON, MASS.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

Are you prepared to be shocked? Gertrude Jekyll, apostle of flower arrangement and beautiful borders has on her lawn a verdant sculptured pedestal with a verdant sculptured cat quietly reposing thereon. We have the authority of a writer in one of the English papers for making this statement. But perhaps after all there isn't anything quite so gaucherie about sculptured trees and shrubs as some of us had supposed. In any event this particular writer takes the attitude that the modern topiarist has a place in gardens, stating with emphasis that the broad lawns of certain estates where this form of art has been indulged in loses neither in dignity nor charm from the introduction of various pieces of the topiarian's art. Surely, he says, and perhaps with justice, that topiary work appeals to sentiment. To be sure, it is art gardening, if you like, but notwithstanding all that its detractors may say, it has a niche in our garden economy. Take notice, please that all these remarks are those of the English author and not my own. My own position is much like that of the man on the fence, ready to jump either way according to which bull reached him first.

At a recent exhibition across the seas a wonderful group of figures carved out of yew and boxwood were shown by Messrs. Waterer Son & Crisp. The workmanship of the individual pieces was remarkable, and all of the sculpturing was done by a father and son in the firm's employment who gave the whole of their working hours to this art. At the same exhibition topiary work was shown where the material used was Ilex crenata, also gold and silver box and green and golden yews. One figure represented a stately gothic chair of yew with triple pointed back and several cork screw spirals. And if people like things of this sort, why should they not be allowed to possess them without having their ears burn as a result of the caustic criticism on the part of others who perhaps have set themselves up as arbiters of garden artistry. After all, it is a question of taste, and your taste may be quite as good as mine, even though it runs in a different channel. In any event, topiary work made its appeal to the ancients, and perhaps you remember Tennyson's "Enoch Arden" where the reference is made to

". . . . . the portalwarding lion-whelp,
And peacock-yewtree of the lonely Hall.
Whose Friday fare was Enoch's ministering."

---

I remember that the late Maurice Fuld always grew enthusiastic over the plan of planting a rose bed with lower growing blossoms to make a living mulch. Mr. Fuld would have been pleased with the advocacy of the same plan as it is presented in "Gardening Illustrated." The writer says:

I have no sympathy with those who tell us that we must set out our roses in hard lines and allow no other flowers to be used in conjunction with them. This is the gospel of the rose exhibitor, and has nothing to do with those who are striving for a flower garden beautified with permanent and not transitory occupants. It is easy to break away from the orthodox system of spring and summer bedding, with its often faulty coloring, now that we have so many glorious ever-blooming roses, as well as a wealth of delicately beautiful hardy plants to serve as a restful carpet to the rose flowers. I have grown daffodils amongst my Tea Roses for some years, and always with the best results.

A number of plants which have been found suitable for carpeting rose beds, according to this writer, include the following:

Hutchinsia alpina, a lovely little evergreen plant much like a miniature Candytuft; Linaria hepaticæfolia, the tiny Liverwort-leaved Toadflax, not much higher than a Moss; Mentha Requieni, scarcely hardy; Polygonum capitatum, only half-hardy, but a lovely creeping plant, with prettily-marbled leaves and little round heads of pink blossoms. Then there is the tiny Stone Sandwort (Arenaria balearica) which, though happier on a rock, will succeed in this way, but cannot be depended upon in winter on the level. Many other plants will occur to those who will give the matter a little thought, and I append the following list simply as some help to those who have not had much experience with alpine plants. This list does not pretend to be complete, neither are plants of vigorous habit or which run at the root included; Arabis aubretioides, Aubrietias in variety, Campanula muralis, C. garganica and its variety hirsuta, Erodium chamædryoides, Frankenia lævis, Gaultheria procumbens, which seems to grow almost as well in sun and loam as in peat and shade; alpine Phloxes, Saxifrages, such as the double Meadow Saxifrage, which disappears in early summer; the mossy Saxifrages, such as muscoides, purpurascens, Rhei, and others, and also the varieties of S. oppositifolia and S. retusa; Sibthorpia europæa, numerous Thymes, especially the variety lanuginosa; the Foamflower (Tiarella), Veronica repens and V. prostrata, Viola rothomagensis (Rouen Violet), and the many lovely Tufted Pansies.



Odontoglossum Rolfeae

I am glad to see so much interest among private gardeners in the growing of orchids. One orchid to be highly recommended is the one illustrated on the previous page, Odontoglossum Rolfeae. It is creamy white with many purplish brown spots. It is a strong grower and a free bloomer.

### GRADUATION AT AMBLER

At the commencement exercises of the Pennsylvania School of Horticulture for women at Ambler, Pa., diplomas were awarded to the following young women:

Barbara Booth, Fort Washington; Marjory W. Broadbent, New Haven, Conn.; Elizabeth E. Crellin, Scranton; Mary B. Marryweather, Cleveland; Eleanor L. Mulcaby, Harrisburg; Amy R. Thurston, Litchfield, Conn.; Susan L. Repoard, Savannah; Alice A. Rhodes, Jackson, Mich.; Margaret A. Trimble, Edgewater Park, N. J.

In addition to the exercises by the graduates an address was delivered by Dr. J. M. MacFarlane, emeritus professor of botany at the University of Pennsylvania, who spoke on "Opening Vistas in Horticultural Activity." At the close of the exercises Miss Elizabeth Leighton Lee, director of the school, assisted by the senior class, received the guests and tea was served.

### JANUARY.

To welcome the birth of the New Year the fields are spread with snowy whiteness as far as the eye can reach. The trees stand dark against the horizon. The pinkish brown leaves cling to the oak trees. White birches—the ladies of the forest—shine out from the dark pines and hemlocks. The sun shines brightly under a vivid blue sky and shows the golden and flame-colored twigs of the willows. Then comes a dark day of sleet and rain. The dawn breaks on a world of jewels, the trees are hung with every color of the rainbow which sparkle, scintilate and shine. They dance in the sunshine as plaything for the new born child. The year is born into a world of miracle, of ice and sleet and snow, of sparkling gems and fairy whiteness, beautiful New England with its every varying season.

M. R. Case.

Hillcrest Gardens, Dec. 28, 1920.

Apparently the tendency towards a reduction in wages has reached the nursery trade. It is reported that a hundred men in the employ of Isaac Hicks & Son, of Waterbury, L. I., have agreed to accept a cut in wages from $4.50 to $4.00 a day in order to have work all winter.

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GARDEN SEED

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

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## CARNATION GROWERS' PROGRAM

### Plans for the Convention to Be Held in Washington, Jan. 26 and 27.

The American Carnation Society will hold its convention at Washington, D. C., on January 26 and 27, 1921. Headquarters will be at the New Willard where the exhibition will also be staged. The premium schedule has been mailed to all the members and extra copies will be mailed upon request to those who are interested. Classes are provided for the various colors and varieties in both new and standard sorts with cash and medal prizes. Entries must be in by January 16th to escape penalty for late entry. A large attendance is expected and a complete exhibit is desired. Washington offers unusual opportunity for sight seeing aside of the interest of the convention and this meeting should prove both pleasant and profitable to those who attend. Following is a program of the business sessions:

#### Wednesday Evening

President's Address.
Secretary's Report.
Treasurer's Report.
Report of Committee on Grading Carnations, Chas. W. Johnson, chairman.
Report of Committee on Patents for Plants, Chas. S. Strout, chairman.
Report of Committee on Premium List for National Flower Show, S. J. Goddard, chairman.
Miscellaneous Business. Adoption of Resolution to Change the Dues.
Invitations for Next Meeting Place.
Nomination of Officers.
Essay on Using Soil More Than One Season, by W. D. Howard.
Essay on Increasing the Cut of Carnations for Mothers' Day, by Chas. P. Mueller.
Report of Judges.

#### Thursday Morning

Deferred Reports.
Deferred Business.
Selection of Next Meeting Place.
Discussion of Mr. Howard's Essay.
Discussion on Mr. Mueller's Essay.
New Business.
Appointment of Committees.
Election of Officers.
Adjournment.

Immediately following adjournment, the Board of Directors will hold their usual post convention meeting.

On Thursday afternoon the National Flower Growers' Association will hold their annual meeting.

A. J. Baur, Secy.

## George Watson's Corner

**"You in your small corner and me in mine."**

### TO A BUNCH OF CARNATIONS

(The characteristic gift of my good friend John R. Johnston)

Blossoms, where did you come from;
  And the ferns that are between?
Blossoms, whence do your sweets come?
  And what does your fragrance mean?
I come from your Hoosier brother;
  My sweets from the tender heart
Whose gentleness naught may smother
  Though spirit and body part

And your fragrance -I asked its meaning;
  Now what does your perfume say?
Why, that is the love o'erweening
  Of a heart that beats alway
For the sake of his fellow-mortals
  And not for his selfish own.
He waits at your friendship's portals
  And speaks in a winning tone

Blossoms, I hear, I heed you.
  And blossoms, I clearly know
The reason I crave and need you
  To brighten my path below.
I drink of your dewey sweetness
  The breath of your perfume rare.
And revel in life's completeness
  That friends of your giver share.

STRICKLAND GILLILAN.

The above poem was penned by Mr. Strickland Gillilan after receiving a bunch of carnations from the late Mr. J. R. Johnston, whose passing was noted in a recent number of HORTICULTURE. Mr. Johnston, who occupied a unique position in the glass world, was a great lover of flowers, and the poet has given us here three fine verses expressing the charm of the blossoms and the kind spirit of the giver

Joseph Meehan, the famous nurseryman and landscape gardening expert, who passed away recently at Mt Airy, Pa., aged 81, was the father of Charles E. Meehan, late of the Pennock-Meehan Co., and now operating as a wholesale florist in Philadelphia Deep sympathy is extended to him, as to all members of the family.

J. Otto Thilow, of the Henry A. Dreer Company, sails for Porto Rico January 8th, on a well earned vacation. He will return before the spring rush starts in the seed store in Philadelphia.

Frank M. Ross, our hustling retail florist, will sail on the same boat so there will be lots of pleasant company.


# Michell's Flower Seeds

**BEGONIA**

| | Tr. Pkt. | Oz. |
|---|---|---|
| Semperflorens Vernon | $0.50 | $3.00 |
| Semperflorens Mixed | .50 | 5.00 |
| Gracilis Luminosa | .40 | .... |
| Gracilis Rosea or Alba | .30 | .... |
| Gracilis Prima Donna | .50 | .... |

**CENTAUREA**

| | 1000 seeds | Oz. |
|---|---|---|
| Candidissima | $0.40 | $2.00 |
| Gymnocarpa | .20 | .75 |

**LOBELIA**

| | Tr. Pkt. | Oz. |
|---|---|---|
| Crystal Palace Compacta | $0.40 | $2.50 |
| Crystal Palace Speciosa | .20 | 1.00 |

**PETUNIA**

| | ½ Tr. Pkt. | Tr. Pkt. |
|---|---|---|
| Grandiflora fringed | $0.30 | $0.50 |
| Ruffled Giants | .30 | .50 |
| California Giants | .30 | .50 |
| Monstrosus (Michell's) | .60 | 1.00 |

**SALVIA**

| | Tr. Pkt. | Oz. |
|---|---|---|
| America (new) | $0.50 | $4.00 |
| Bonfire | .10 | 2.50 |
| Splendens | .25 | 1.50 |
| Zurich | .50 | 4.00 |

**VERBENA**

| | Tr. Pkt. | Oz. |
|---|---|---|
| Mammoth Fancy Blue | .30 | 1.75 |
| Mammoth Fancy Pink | .30 | 1.75 |
| Mammoth Fancy Scarlet | .30 | 1.75 |
| Mammoth Fancy Striped | .30 | 1.75 |
| Mammoth Fancy White | .30 | 1.75 |
| Mammoth Fancy Mixed | .30 | 1.25 |

**VINCA**

| | | |
|---|---|---|
| Alba | .15 | .75 |
| Alba Pura | .15 | .75 |
| Rosea | .15 | .75 |
| Mixed | .15 | .60 |

**Asparagus Plumosus Nanus**

Northern Greenhouse Grown Seed

| | |
|---|---|
| 1,000 Seeds | $4.00 |
| 5,000 Seeds | 19.00 |
| 10,000 Seeds | 36.00 |
| 25,000 Seeds | 85.00 |

Larger quantities quoted on application

Also all other Seasonable Seeds, Bulbs and Supplies. SEND FOR OUR NEW WHOLESALE PRICE LIST IF YOU DO NOT RECEIVE A COPY.

## MICHELL'S SEED HOUSE

518-516 Market Street PHILADELPHIA, PA.

# MAINE SUNSHINE WHITE DELIGHT

## Strout's Splendid New Carnations

They have carried the trade by storm

| MAINE SUNSHINE | WHITE DELIGHT |
|---|---|
| Rooted cuttings.. $15 per 100 | Rooted cuttings.. $12 per 100 |
| " " $120 per 1000 | " " $100 per 1000 |

**STROUT'S, Inc.** **Biddeford, Maine**

## THIS SEASON'S NEW ROSES

**PILGRIM CRUSADER PREMIER RUSSELL HADLEY**

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6867 6868 **WELCH BROS. CO.** 262 DEVONSHIRE STREET BOSTON, MASS.


*When writing to advertisers kindly mention HORTICULTURE*

# PRESIDENT ROLAND'S GREETING

## A Message of Optimism and Healthful Progress



PRES. THOMAS ROLAND

As President of the Society of American Florists and Ornamental Horticulturists I extend hearty greetings and best New Year wishes to all members of our great Society, and would extend these also to all interested in Horticulture. The profession and practice of Horticulture is the most delightful of all occupations, and lovers of plants and flowers who have the good fortune to be engaged in it have much for which to be thankful.

The outlook for the coming year seems good, although many readjustments are yet to be made in general industry in our country before we may again go on safely and without a danger of violent alternations of "feast and famine." Readjustments will extend into our own industry and we must be ever watchful to see where reconstruction will be helpful, not too conservatively waiting and wishing for a return to "old conditions" which we will never see, and bold to step forward when a forward step will help. There is more lack of progress through inertia or fear than through errors in seeking new ways. It is even nobler to make new blunders than to petpetuate old ones.

The cost of production today is excessively high, but is slowly decreasing, although it will not, apparently, reach the low level of former years. High prices may make a poor market, but on the other hand people love plants and flowers and hardly need to be taught or urged to use them. They only need to learn the many ways in which they may be used, and to be reminded of the joys which come with them. The uncertain period of general readjustment will require more careful salesmanship than during the last two years. Aim for high grade healthy stock, care and economy in production, and fair prices and efficient service. The deflation, now taking place will not be over quickly, and doubtless troubles will come also to our industry, but study, care and attention will carry us through to even greater successes.

### Publicity

One of the valuable things accomplished by your Society was to draw the attention of producers and distributors to the value of advertising. The retailers have spent for advertising—usually locally large sums. This backwardness of other branches of the profession was doubtless due partly because their advertising could rarely be local and individual, while many believed this work properly belonged to the retailers.

At the time producers took up the question they were practically the only great group of producers who were doing nothing to improve the market for their product. Read the advertising in any magazine and see how much is by producers, and the proportion is steadily increasing. Combinations advertising, as laid out by your publicity committee, has been well started, but the firm basis and benefit will crumble away unless heartily supported financially. I have recently attended committee meetings in Cleveland and Indianapolis and I am sorry to say the committee are somewhat discouraged over the slow response to their appeals. They are working heartily for you—help them by quick action.

### Affiliation

I find a fear expressed here and there that the increasing number of special societies may weaken our parent society. I believe the S. A. F. and O. H. will in time become the national clearing house for all of these others, which must frequently work in cooperation with each other, and that many things—like our national advertising campaign for example—will naturally be handled by the parent society. Men belong to more than one


**CYCLAMEN SEEDLINGS**

3 to 5 leaves, ready January 1st

| German Strain | 100 | 1000 |
|---|---|---|
| Best Red. Very fine | $7.50 | $65.00 |
| Glory of Wandsbek | 7.50 | 65.00 |
| Perle of Zellendorf. Pink | 7.50 | 65.00 |
| Rose of Zellendorf. Rose-pink | 7.50 | 65.00 |
| Wonder of Wandsbek | 7.50 | 65.00 |
| Bright Pink | 7.50 | 65.00 |
| White with Eye | 7.50 | 65.00 |
| Bright Red | 7.50 | 65.00 |
| Rose-Pink | 7.50 | 65.00 |
| Pure White | 7.50 | 65.00 |
| Seedlings, extra select | 9.00 | 85.00 |

Purchaser's selection of varieties, $5.00 per 1000 extra. Quotations on pot plants on application.

**C. U. LIGGIT**

Wholesale Plantsman

Bulfetin Building PHILADELPHIA

**HAIL STORMS**

In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection. Address

JOHN G. ESLER, Sec.

Saddle River, New Jersey

**GROZ-IT BRAND SHEEP MANURE**

Guaranteed analysis: Ammonia, 2½%; Phosphoric Acid, 1¼%; Potash (water soluble), 3%.

PRICES:

| | |
|---|---|
| 12½ lbs. | $0.45 |
| 25 lbs. | .75 |
| 50 lbs. | 1.35 |
| 100 lbs. | 2.50 |
| Ton (2000 lbs.) | 45.00 |

**Fine Ground Fertilizer Bone**

IS LOWER

| | |
|---|---|
| 100 lbs. | $2.75 |
| Ton (2000 lbs.) | 52.00 |

**Canada Hardwood Ashes**

| | |
|---|---|
| 100 lbs. | $1.50 |
| Ton (2000 lbs.) | 25.00 |

**Fine Ground Limestone**

| | |
|---|---|
| 100 lbs. | $0.75 |
| Ton (2000 lbs.) | 8.50 |

Ask us to mail you 1921 Florists' catalogue when out, giving prices on our complete line of seeds, fertilizers and other greenhouse supplies.

**ROSS BROS. CO.**

90-92 Front St., Worcester, Mass.

*When writing to advertisers kindly mention HORTICULTURE*

of these special societies, and time and expense of travel is saved when meetings and conventions are held in the same week at the same place. Working separately there would come an overlapping, or a duplication of effort. Organizations would not know what others were doing, and there would be the inability to profit by mistakes and successes. Great shows are better than little ones. In many ways affiliation is an advantage, and the near future should develop some plan for this already much discussed feature.

Fellow members, always remember that the best efforts of your officers and committees come to nothing unless you all press forward with interest and assistance. Write to your officers upon any matter which appeals to you as interesting to the Society. Remember also that any member may consult the following, free of charge, upon any matters where advice is needed, and where they or any of them can be helpful.

DR. N. L. BRITTON,
New York Botanical Garden,
Bronx Park, N. Y. —Botanist

PROF. H. C. IRISH,
Board of Education,
St. Louis, Mo. —Entomologist.

DR. WM. H. MARTIN,
New Jersey Agricultural Experiment Stations,
New Brunswick, N. J.
Pathologist.

Much has been done for our industry. Much more may be done with your help. I do not doubt that you realize all these things, and that the men to whom you have entrusted the guidance of your organization may feel full confidence that you will march forward in full swing with them.

THOMAS ROLAND, President.

## THE BOUGAINVILLIA.

By S. J. Sherman.

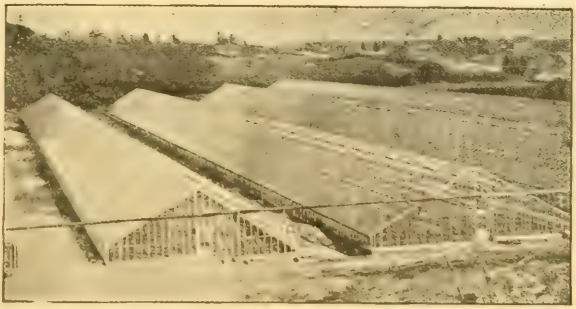
The Bougainvilleas owe their attraction to their beautifully colored bracts and not the unshowy flowers they produce; and it is for this reason that they are cultivated and highly valued. They harmonize well in company with many flowering plants, as their bracts are large and lasting, and as they can be had in succession from Christmas till after Easter they form an invaluable group of decorative plants, though small in number of species.

They are naturally very strong and vigorous growing climbers, some of their canes reaching a length of twenty feet and more. Two of them, however, are manageable and well adapted for pot culture. They are B. glabra and its variety sanderiana. The others, B. speciosa, spectabilis and their varieties are almost unmanageable in pots and are employed as climbers only. Besides that B. Glabra makes a good pot plant, its blossoms are also very lasting when cut and very desirable for this purpose. But its variety Sanderiana, although lacking this quality makes an all around better decorative pot plant.

Bougainvillias are readily propagated by cuttings from half ripened wood, in April or May, and root quite quickly. Under favorable conditions and proper care they should root in fourteen days. Although the cuttings can be made any length, nothing is ever gained by making longer than five or six inches. While they are in the propagating bench they should be kept moist, occasionally syringed and somewhat shaded against the direct rays of the sun.

The soil most suitable for them is a fibrous sandy loam and after they are well established in their pots they should receive all the sun and room available. This is very necessary in order to have the canes well hardened and strong. It is equally essential to remember that they require a rest three or four weeks, before they are put into active growth, applying only enough water to keep them from shrivelling up


Stearns Cypress Greenhouses



PECKY CYPRESS FOR BENCHES, CYPRESS TANKS
CYPRESS HOTBED SASH, GLAZED AND UNGLAZED
AGENTS FOR EVANS' VENTILATING MACHINES

*Best Stock* *Prompt Deliveries* *Right Prices*

ASK FOR CIRCULAR E

THE A. T. STEARNS LUMBER CO.

NEPONSET-BOSTON, MASS.

FARQUHAR'S UNIVERSAL MIGNONETTE

This Mignonette is considered to be one of the finest for the greenhouse, and has received many Awards where exhibited.

It produces enormous sweetly scented spikes of reddish-green flowers, which are greatly in demand for cutting.

1-4 oz., $4.00; 1-8 oz., $2.00; 1-16 oz., $1.00

R. & J. Farquhar Company, Boston, Mass.

## BUSINESS GETTING NORMAL

### Interesting Review of Conditions by David Grillbortzer, Vice-President of the American Carnation Society

"The flower business in Washington during the year just closed," said David G. Grillbortzer, of the Washington Floral Company, vice-president of the American Carnation Society, which is soon to meet in the National Capital, "will average up well when compared with the business of 1919.

"We expected that with the retirement from service here of hundreds of officers of the army and navy and their removal from the city, and with the discharge of thousands of government employees and workers in civilian organizations existing during the war, that there would be a marked falling off in our daily receipts. Apparently, this has not diminished the buying ability of the people, for when our books are balanced I am sure the showing will be satisfactory.

"When I speak of the year being a successful one, I believe I can well voice the sentiments of other florists in this territory. The Washington Floral Company does both a wholesale and retail business and when I say our wholesale business has been exceptionally good it can readily be seen that the business of our customers was proportionately good because of the amount of stock they consumed.

"The future holds for all of us many puzzling situations. This is the period of reconstruction and naturally with falling prices in all lines the florists will not be able to secure the prices that have prevailed during the past few years. I do believe, however, that when our books are closed this time next year the returns for 1921 will not be disappointing.

"Surely, this is not the time for pessimism. We will probably find that our customers will not be falling all over themselves trying to buy our flowers and we will have to go out after business. There is no use getting gloomy over dark prospects for we can consider the little motto, 'Does a hen stop scratching because the worms are scarce,' and keep plugging our businesses.

"As to prices for 1921, looking over cost of production figures, it is very evident that there will be a material reduction as compared with prices for 1919, but they will not approximate the prices charged for flowers at wholesale prior to 1914. When we in the flower business speak about 'getting back to normal' we cannot mean conditions of 1914 for the reason that the elements entering into production are still moving upward. I refer more particularly to coal, water and power. Wages have not decreased and in Washington today there is considerable labor agitation in the flower industry.

---

Garrett Huizing has purchased the interest of his partner William Bjorklumg in the Scioto Floral Co. at Chillicothe, Ohio.

## Men I Like to Meet



R. VINCENT, JR.

When I think of geraniums, R. Vincent, Jr., comes to my mind; and that also applies to dahlias. Mr. Vincent has devoted a lot of time, study and hard work to these two crops, and has made a lasting reputation for himself. No one has done more and in an unselfish way for these two lines than Mr. Vincent. Who is it who knows and loves dahlias who doesn't like to talk with our friend on that subject?

Mr. Vincent is one of the very old timers in our business, well known from one end of the country to the other as a past president of the Society of American Florists, and still actively interested in it, as well as in many of the other societies, particularly, of course, the Dahlia Society. You will find him at all of the big meetings and exhibitions, and always busy, ready to help out in any way that may be possible.

---

## THE MARKET

There is a very even market just at present, with flowers selling in about the same ratio that they come in. Carnations average from 8 to 10 cents, and are fair as to quality. Roses sell reasonably well, bringing 10 cents for 9-inch stems, 15 cents for 12-inch stems, etc. Easter lilies are plentiful at 20 cents, and Calla lilies fairly abundant at $3.00 a dozen. Violets are not plentiful, but on the other hand are not much in demand. Stevia, which was selling slowly a few weeks ago, is now going well, and sweet peas are beginning to come in.


# NOW MOVING

**Our Bulletin Frequently Throughout the Season Offering:**

**APPLES.** Good list of varieties.

**PEARS.** General assortment, strong on Bartlett.

**CHERRIES, Early Richmond** and **Montmorency.**

**PEACHES.** Surplus of **Carman, Champion, Early Elberta, Elberta, J. H. Hale.**

**H. P. ROSES** and **CLIMBERS.**

**ORNAMENTAL SHRUBS.** General assortment; some scarce varieties like Hydrangeas and Weigelas.

**AMPELOPSIS Veitchii.** 1-year.

**AMPELOPSIS Veitchii.** Heavy 2-year.

**BARBERRY Thunbergii. Seedlings.** Largest stock in the world.

**BARBERRY Thunbergii.** 3-year, 2-3 feet and 18-24 inches.

**CALIFORNIA PRIVET,** 2-years, well branched, 2-3 feet and 18-24 inches.

**IMPORTED FRUIT and ROSE STOCK.** Quoted f.o.b. Manchester.

**FRENCH APPLES,** 7-12 grade.

**ENGLISH MANETTI,** 5-8 and 4-5.

**FRENCH MANETTI,** 5-9.

Write for Bulletin, giving quantities and prices.

**C.R. BURR & COMPANY, Manchester, Conn.**

## WOMAN'S NATIONAL FARM AND GARDEN ASSOCIATION

The spirit of Christmas reigned supreme in Horticultural Hall through the three days' market of the Woman's National Farm and Garden Association held on the fifteenth, sixteenth and seventeenth of December. Entering the main hall through a pretty white archway sent in by the Landscape Department of the Breck-Robinson Nursery, we saw at the end of the hall the beautiful flower table to which it seemed as if the owners of all the greenhouses about Boston had generously contributed.

We reached this table through two lines of pretty evergreens, one of which stood at the end of each table on which were displayed the goods which brought country producer and city buyer together.

Close to the entrance door in an arbor of white pine trees was a desk at which information about the Woman's National Farm and Garden Association could be obtained. Of how its work, starting before the World War, had then been quickened into greater activity by the need of women in agriculture till now it is spreading all over the nation, bringing a market for their goods to the women of the lovely country farms and good country products to the people in the cities. During the three days of the Christmas market fifty new members were enrolled, the terms of membership being: annual membership two dollars, contributing membership five dollars, and sustaining membership ten dollars a year. The office of the New England Branch of the Association is at 4 Joy street, Boston. Here information may be obtained about the help the Association gives in assisting girls to go through the State Agricultural College in Amherst by supplying scholarships to eke out their living expenses while there. Also by acting as a clearing station for girls who wish to find good places to work on farms, and by supplying farmers who need such help.

Much of the selling of the products of the farms is done through the women advertising their goods in our monthly bulletin, but the Christmas market brings the consignor and the purchaser together. This is the fourth year that the Christmas market has been held, but the growth of the Association was shown by the size of the market this year.

Opposite the Information Desk was the Basket Table, where the baskets large enough for carrying home the purchases made in the market were ready sellers, especially as opposite to this table was one where ducks, chickens and turkeys were eagerly bought. More cream, eggs and cheese would also have sold at this table.

Next to the Basket Table was one where warm blankets, jackets and caps for babies were sold. Next year this table might be better known as the table for Knit Goods. That grandmother in her warm chimney corner on the farm may see in looking over our lists that there is a need for her busy fingers, and that the children in the cities may be supplied with warm mittens, gloves and caps. The city babies are dainty little creatures and ask for light and delicate colors in their hoods and jackets, light shades of pink and blue. Among the Home Industries more towels and handkerchiefs were wanted.

The Peterborough Handicraft Workers showed the beautiful needle work our New England women do with training and suggestions. In the braided rugs we saw a good use for the tops of old black stockings mixed in with a few dark, rich colors.

At the table for Old Fashioned Home Foods there was a demand for doughnuts, plain cake, gingerbread, bread, biscuits, and plain not sweet pickles. More maple syrup, soft maple sugar and honey in the comb would have sold. More fresh vegetables were wanted. Baskets of onions and of macaroni with recipes for cooking them were quickly bought. In the vegetables put up in glass jars, the smaller the container the more popular they were; pints sold better than quarts and for the two quart jars there was no sale.

One of the most popular tables in the hall was the one for Christmas greens. It was supplied with a great variety of wreaths, two of the most popular being a light one of two or three laurel leaves around the ring, and a tiny one of partridge-berries or Mitchelta repens suited to hang in my lady's automobile.

In general directions for another year, cards giving information about the association could well be distributed from the different tables. Consignors need more explicit directions as to how to label and send their goods. More pasteboard boxes for packing the goods were needed, and trucks were better than limousines for sending the purchases home.

M. R. Case.

Hillcrest Gardens,
Weston, Mass.

## NEW YORK TO WASHINGTON

The Transportation Committee of the New York Florists' Club has selected the Pennsylvania Railroad in connection with the gathering together of a party for attendance at the meetings of the National Flower Growers' Association and the American Carnation Society to be held in Washington, D. C., January 26 and 27.

Train will be taken at 12.15 A. M. Wednesday, the 26th, arriving in Washington at 6.30 A. M. Those who travel will have the privilege of boarding the sleeper at 10 P. M., the 25th, and it will not be necessary to leave the train at Washington till 7.15 A. M.

The rates are as follows: Railroad ticket, $8.79; lower berth, $4.05; upper berth, $3.24; compartment containing upper and lower berths, $11.34; drawing room for two or three, $14.58.

Reservations are being received and so that proper arrangements may be made for necessary accommodations, will all those who plan to join the party communicate without delay with C. Lowther, Box 100, Times Square Station, New York City.




Box-Barberry Bordered Garden

**BOX-BARBERRY**

Summer frame cuttings, $45.00 per 1000

*Ten samples sent post-paid at 1000 rates. Send stamps or money order*

**IBOLIUM PRIVET**

Ovalifolium x Ibota

THE NEW

**HARDY HEDGE**

RESEMBLES CALIFORNIA
HARDY AS IBOTA

PRE-OFFER OF STOCK FOR PROPAGATING

| | |
|---|---|
| 2 years, 2-3 feet | $2.50 |
| 1 year, 1-2 feet | 1.00 |
| Frame | .50 |

In Storage

SURPLUS

American Hemlock — Japan Iris
Pin Oak — Japan Yew

**The Elm City Nursery Co.**

WOODMONT NURSERIES, INC.
NEW HAVEN, CONN.
INTRODUCERS OF
BOX-BARBERRY and IBOLIUM PRIVET

**NURSERY STOCK**

FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs
Small Fruits, Roses, Clematis
Phlox, Peonies, Herbaceous
Perennials

*Write for our Wholesale Trade List*

**W. & T. SMITH CO.**
**Geneva, N. Y.**

70 Years — 1000 Acres

# HORTICULTURE

Established by William J. Stewart in 1904

Vol. XXXIII January 10, 1921 No. 1

PUBLISHED SEMI-MONTHLY BY

HORTICULTURE PUBLISHING COMPANY

739 Boylston Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor

ADVERTISING RATES:

Per inch, 30 inches to page..... $1.50

Discount on Contracts for consecutive insertions, as follows:

One month (2 times), 5 per cent.; three months (6 times), 10 per cent.; six months (12 times), 20 per cent.; one year (24 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**The business that is too little to advertise is too little for any but a little man to be engaged in.**

---

**Confidence**

Although the business situation has not been just what everybody might wish for the past few months, it is significant that throughout the trade there is a general feeling of confidence. This is well, for it means that florists and those in allied trades are laying their plans for a good business season. Naturally caution has been the watchword of the trade because of limited credits and declining markets, but at the same time there has come a cutting down of surplus stock in many lines which will have to be replaced later, which in itself will stimulate business. Seedsmen say that contract orders are better than expected, which is certainly a good indication of brighter times ahead. L. H. Vaughan, of Vaughan's Seed Store, Chicago, who is in a position to feel the pull of the market, is quoted as follows:

"Two of the permanent results of the war, we believe, are increased emphasis upon the desirability of home ownership, and widened interest in gardening. We expect as a result this spring a greatly stimulated suburban development and the cultivation of home gardens to an extent unsurpassed in the best war garden year.

"The fact that industrial conditions will be more nearly normal will be favorable to our business, for the absence of overtime work and bonus wages will not only give workingmen more time to spend in gardening, but will make the savings of the home garden attractive to them."

---

**Advertising**

"One winter night, several years ago, Thomas A. Edison stood gazing upon the vast furnace into which a devastating fire and a winter wind had turned his great plant, worth more than a million dollars.

"Morning would find the plant a ruin—a staggering loss. Yet Edison—then at an age when many men seek the fireplace corner—smiled. His associates, stunned by the loss, asked his thoughts. He replied that he was already planning the new plant. And a greater and better plant arose out of the ruin, because Edison had courage—and vision.

"While the business men of little courage and vision are mourning over the temporary losses of the beneficial and necessary deflation period, business leaders' thoughts have been busied with plans for the bigger business ahead. They are insuring the future of their business through the stabilizing and demand-quickening power of advertising. They are not the type of men who need the warning in Bradstreet's impartial report on business failures in 1919—that 84 per cent of such failures were non-advertisers."

The above quotations are from an announcement put out by Wood, Putnam & Wood, specialists in advertising and selling. They are well worth pondering.

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**American Rose Society**

We feel that the American Rose Society has made a very good move by opening a permanent office in Philadelphia and that the new secretary, Mr. John C. Wister, will do much to increase the influence of the society throughout the country. Certainly the members of the society will appreciate the courtesy of the Pennsylvania Horticultural Society in making the new office available. If the plan recently suggested that the American Rose Society visit the Portland, Oregon, rose festival next year as a body is carried out, the occasion certainly will be a noteworthy one. Mr. Currie, of Portland, who urged this plan, is a booster not only for the Oregon metropolis, but also for the Rose Society itself. With Mr. Pennock he is to arrange for a private excursion train for the members of the society in June, 1922.

The question of affiliating with local horticultural societies has long been agitated, and perhaps the plan adopted will prove as successful as any that has been suggested. It is to be urged upon local societies to join the society in a group, and for every ten to fifty members who do this, the sum of fifty cents per member is to be returned to the local organization to be used in encouraging rose growing in the community. If the group numbers from fifty to a hundred, seventy-five cents a member will be paid back, and when the group is over a hundred the amount paid back will be a dollar. Many schemes have been suggested, but this seems to be a workable one, and it is to be hoped that many local organizations will concur in it.

It is unfortunate that the Department of Agriculture is not in a position to properly disseminate the wonderful new roses originated by Dr. Van Fleet, but under the circumstances possibly the Rose Society will be able to do this work. Just what methods can be adopted constitutes a serious question, but with a special committee considering the matter, it is possible that some program can be worked out.

Certainly all rose growers will anticipate with delight an opportunity to get possession of these Van Fleet varieties.

It is expected that the Society will have a prominent part in the big rose show to be held in Boston in April of this year. Already two gold medals have been offered by members of the trade in the name of the American Rose Society, and probably the number of medals will be increased in the next few months. With a membership of 2,500, the Society is in a position to play a prominent part in the horticultural development of this country, and it is not likely that the advance in membership dues from $2.00 to $3.00 will materially effect the growth of the organization.

The Rose Annual is proving a great success, and it is doubtful if the additional 3,000 authorized for this year will be sufficient to meet the demands of those who desire copies.

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## S. A. F. & O. H. Department

Among the appointments made by President Thomas Roland are:

W. H. Duckham, Madison, N. J., to the National Flower Show Committee for the full term expiring December 31st, 1926.

Jos. H. Hill, Richmond, Ind., to the same Committee to fill out the unexpired term of Mr. Roland.

Wm. F. Gude, Washington, D. C., as the Washington representative for 1921.

J. F. Ammann, Edwardsville, Ill., reappointed to the National Publicity Committee for the full term expiring December 31st, 1925.

J. Horace McFarland as chairman of the Committee on Nomenclature, W. N. Craig, Brookline, Mass., has been appointed to the same Committee. Thomas H. Joy, Nashville, Tenn., to the Finance and Audit Committee.

The following State Vice-Presidents have been appointed:

Alaska—Frank Teufel, Menana.

Alabama—W. B. Paterson, Montgomery.

Arizonia—John Z. Howe, Tuscon.

Arkansas—George Rye, Fort Smith.

California, North—J. A. Axell, San Francisco.

California, South—A. F. Borden, Los Angeles.

Colorado—Samuel Lundy, Denver.

Connecticut—Carl C. Reck, Bridgeport.

Delaware—Mrs. L. M. Smith, Laurel.

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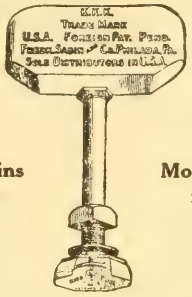
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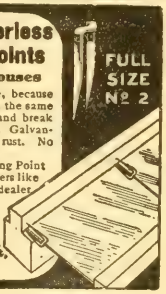
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| 30 | 16 in. | 2.60 | 28.60 | 220 00 |
| 40 | 14 in. | 2.10 | 23.65 | 187 00 |
| 50 | 12 in. | 1.45 | 16.50 | 126.50 |
| 60 | 10 in. | 1.00 | 10.90 | 85.25 |
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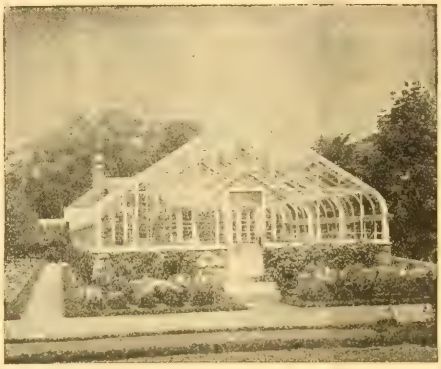
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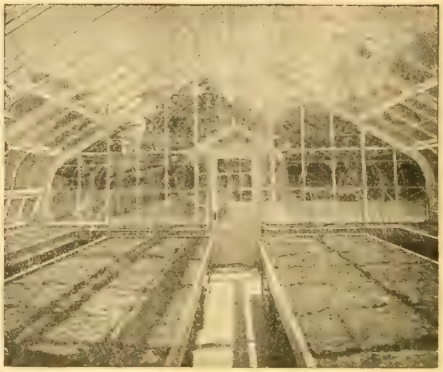
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# HORTICULTURE

Vol. XXXIII JANUARY 25, 1921 No. 2


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## NEW ENGLAND FLOWER GROWERS.

### Annual Meeting and Banquet—S. J. Goddard Elected President.

There was an enthusiastic gathering at the City Club when the Flower Growers' Association of New England held its first annual meeting and dinner. There was a good attendance, and the general feeling seemed to be that the association was entering upon a year of high prosperity. Pres. Stickel made a very efficient presiding officer, and rousing speeches were made by three of the best known growers in New England, Wallace Pierson, of Cromwell, Ct., Thomas Roland, president of the S. A. F., and William H. Elliott, of Brighton.

The election of officers resulted as follows: President, S. J. Goddard, Framingham, Mass.; vice-presidents, Thomas Roland and Wallace Pierson.

Directors for two years, Herman Barsh, Waverley; Allan Peirce, Waltham, and William Sim, Cliftondale. Directors for one year, William Stickel, Lexington; George Butterworth, Framingham, and Peter Fisher, Ellis.

At a meeting of the directors held last Wednesday evening, George Moyse, of Waltham, was reelected secretary, and Frank Edgar, of Waverley, treasurer.

The following delegates have been chosen to represent the association at the meeting in Washington, January 26: Messrs. Goddard, Moyse and Sim. Other members who will be present are Allan Pierce, vice-president, Wallace Pierson, treasurer of the National Growers' Association, and Thomas Roland, president of the S. A. F. It will be seen that New England will thus have a distinguished representation at the meeting

## CONNECTICUT GROWERS ORGANIZE.

The flower growers of Connecticut are showing much enthusiasm over the organization of a branch in that state. At a recent meeting held in Hartford, about thirty growers were in attendance, representing not only that city but many other cities in the state. Messrs. Allan Peirce, and George Moyse, secretary of the New England Growers' Association, were present to help perfect the organization, and a committee, with Mr. Ryan, or Hartford, as chairman, was appointed to draw up a constitution and by-laws.

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# HORTICULTURE

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIII JANUARY 25, 1921 No. 2

## THE TALK OF THE TRADE

The rose, Frank W. Dunlop, is receiving a warm welcome at the Budlong Rose Co.'s plant, at Auburn, R. I. They planted it in sufficient quantities last year to give it a thorough try out, and as I saw it growing there a few weeks ago, it appealed to me as a mighty fine variety. I would place it in the class of good, solid, bread-and-butter roses. In spite of a lot of cloudy weather which we have had this season, together with soft growing conditions, it is absolutely clean from mildew or spot, and is producing blooms liberally. It has a peculiar habit, however, of throwing up quite a quantity of shoots that come blind, but if these are left and not pinched the next break seems to follow along with a bud giving a good long stem. As grown by Budlong they all seem to be stiff enough to hold the flowers erect. Of one thing you may be sure, and that is, that the Dunlop rose is one of the good paying varieties or the Budlong Rose Co. would not plan to plant in such large quantities as they are this coming season.

I also found that they are erecting four new rose houses, and the construction is along their own lines, being very simple and extremely strong. These are only medium width houses, not very high, but as light as day, and I don't believe any snow storm could ever be heavy enough to damage them.

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Crotons for some time back have been in lower supply in small sizes than I would expect. There is always a good steady demand for 2¼ inch stock, but the number in the past has been rather limited. It is too bad that the smaller florists don't find it possible to get a more steady supply of mixed Crotons, as there are so many uses for this plant. It is not a hard crop to handle, and when they can be had at a little lower price many of them will be used.

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Anders Rasmussen, the florist of New Albany, Ind., recently gladdened the hearts of his fifty employees by giving them a cash bonus. It is pleasant to find employers in the the trade taking such an interest in the welfare of their people. It is the kind of thing which counts in the long run. Moreover, it indicates in this instance at least a good year's business, which no doubt has been made possible largely through the cooperative and hearty efforts of the employees. The bonus money represented all the earnings for 1920 above 6 per cent interest



House of Crotons at the Dreer Establishment

on the capital invested, based on a pre-war valuation, with allowance of a reasonable amount for depreciation. The lowest bonus was $260 for employees who had been on the pay roll for one year, and went as high as $560 for the oldest employee in point of service, a man who had been with the concern for 19 years. Mr. Rasmussen is well pleased with his plan, and says that the same profit sharing scheme will be carried out in 1921. His plant is one of the largest in the middle west, having 300,000 square feet of glass, and shipments are made to points several hundred miles away.

It would be pretty hard for any one, no matter how well informed on dahlias, to pick out a list of varieties for the commercial florist which would please everyone. The commercial florist finds certain points which are necessary for all dahlias. In order for a variety to be of good use to him it must have a reasonable length of stem and always must be strong enough to hold the flower erect. The foliage must also be heavy, closely placed on the stem, and carried up close to the flower. Of course it must have freedom of bloom. A variety with those qualifications, with good color and form, is what the commercial florist needs, and the dahlia in his hands is used for both cut flower purposes and funeral work. It often occurs to me that the dahlia is not sufficiently appreciated.

While most anyone acquainted with the dahlia would be able to make changes or add to the number of varieties which I may mention, I don't think that I am very far wrong in selecting just a few which follow as good varieties for commercial work. I pay no attention to those for exhibition purposes, but think only of the dahlia as being of use, as I said before, for cut flowers, vase work or funeral work.

Among the cactus varieties, and really that is the type which I think the most of, I always place Kriemhilde, Attraction, Bianca, Ella Kramer, Helene and Margery Castleton as good pink sorts to depend upon. Besides these in the cactus type there is Perle de Lyon, Winsome and Avalanche as good whites, J. H. Jackson, Kalif and Tom Lundy as good scarlet and crimson ones. I always think of Stern, T. G. Baker and Volker in the yellows. There may be better ones, but I have seen them do very well in so many places that I have come to believe in them.

In the peony type Glory of Baarn, pink, Queen Wilhelmina, white, Latona, autumn shades, and Madonna, delicate lavender-pink, are all good.

In the decorative type I am going to place Mina Burgle at the head. I have heard many say that this was the finest dahlia in any color or any type that has yet been put out. Mr. Charles Baum, of Knoxville, Tenn., who is an authority on dahlias, told me last winter that that was his one best bet on them all.

Besides Mina Burgle, Jeanne Charmet, Frank A. Walker and Delice are fine pink varieties.

And as companions to go with Mina Burgle in the red and crimson class among the decoratives, I don't think we need much more than Jack Rose and Souv. de Gustave Doazon. I don't think I would be fair to leave out Mme. Van Den Daele from the pink ones in this class, and as a yellow to top the list I will name Clifford W. Burton for all round work. Princess Juliana is a good white for cutting.

In the colossal type Mrs. Roosevelt, pink, W. W. Rawson, lavender, Fireburst, red, Mme. Marze, white, and Yellow Colosse are all fine ones.

I wonder if there is a prettier show variety than that beautiful pink one, A. D. Livoni. It has always appealed to me. Besides this Acquisition is good in the lilac shade, and for yellow, both Golden Age and Primrose Dame are good, and Storm King a good white. Stradella is a good purple crimson.

For commercial use I don't think so much of pompons, but we must have some of them, and I like Elfin for yellow, Snow Clad for white, also La Petite Barbara, the little white one. Little Belle is a good rosy pink, and I think Madeline could well be included in this list. It is a very good sort, and has very pretty shading, being pale yellow with lavender tips.

Now, as I have said before, there are loads of other good varieties, and anyone who knows dahlias could pick out a fine list. It is almost like picking out an All-American football team. There is plenty of good material, and the experts fail to agree, but the above is what I think are sorts that a grower won't go wrong on.

## WOODRUFF GETS VERDICT

On January 12, 1921, the jury in the Suffolk Superior Court at Boston gave a verdict of $2,503 to the plaintiff, S. D. Woodruff & Sons, of Orange, Connecticut, against the defendant, Jay G. Feldstein, of Pittsburgh, as damages for failure by Feldstein to accept delivery and pay for 60 tons of dried peas in November, 1917. Curtis Nye Smith, attorney for the Seed Trade Association, was plaintiff's trial attorney.

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## MASSACHUSETTS NURSERYMEN

The Massachusetts Nurserymen's Association will have its annual meeting at Horticultural Hall, Boston, Feb. 8. Following a dinner, the members will attend the lecture by J. Horace McFarland. Mr. D. A. Clarke of Fiskeville, R. I., will address the afternoon meeting.

The Northern Chautauqua Florist Club, at a recent meeting in Fredonia, N. Y., elected the following officers: President, Fred Sahle; vice-president, Frank Kusneske; secretary-treasurer, Charles Schwan; trustees, John McGrath, Ernest Rozumalski and Frank Thies.

## KEEPING DAHLIAS THROUGH THE WINTER

By J. K. Alexander

The storage of your dahlia clumps is very important, because if they decay or dry up they become worthless.

Many people do not understand how to care for them, so I will outline the way I handle mine.

I commence harvesting as soon as the foliage is killed by a severe frost. My clumps are packed in large bins, each clump up-side-down. The object of having them up-side-down is to allow the water substance in the stalk to run out. I have found that many varieties commence to decay if this watery substance remains in the stalk. If the stalk is too long and the clumps are up-right, the watery substance collects at the base of the crown causing decay, which many times destroys the entire clump.

Where a small number of clumps is to be stored, I would recommend that they be packed in a barrel or case, the inside lined with paper, and of course, the clumps packed away carefully up-side-down. The lining with paper prevents the free circulation of heat and air sustains a more even temperature. I have found that it is the circulation of heat and air that causes dahlias to dry up. An even temperature of between 40 and 50 degrees is best.

In heated cellars, the clumps should be placed as far away from the source of the heat as possible, and the amount of paper lining increased to prevent the circulation of heat. It is well to cover the top of the barrel with paper, the same as the sides were lined.

Dahlias keep during the winter best in clump form, so it is better to wait until planting time before dividing. Then, too, in the spring, eyes commence to show, which help in separating.

It is well to look at your dahlias, every three or four weeks during the winter, to see if they are keeping well. If mould and decay is noticed they are too damp, and greater circulation is required; if too dry, and the tubers commence to shrivel, they should be covered more. If shriveling too much, they can be sprinkled with water, but if this is done, care must be taken not to use too much water, which will cause them to sprout too early.

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Mrs. George Asmus, president of the Ladies' Society of American Florists has appointed the following directors to serve for a period of two years: Mrs. Jos. Manda, New Jersey; Mrs. Theo. Wirth, Minnesota., and Mrs. Philip Breitmeyer, Michigan.

MRS. ALBERT HERR, Secy.


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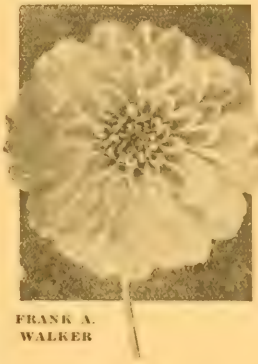
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# RAMBLING OBSERVATIONS OF A ROVING GARDENER

When the gladiolus growers who belong to the National Association meet at St. Thomas next fall, they will find an innovation awaiting them. St. Thomas, which is a little Ontario city of only 18,000, has made a remarkable name for itself through the efforts of its Horticultural Society, under the presidency of Dr. Frank E. Bennett, who had the office of president wished upon him some eleven years ago, but has made a record at the job which has won widespread fame for St. Thomas, which has now come to be known as the Tulip city of Canada.

But to get back to the Gladiolus convention. It will be the first time that the National Society has ever met outside the States, and Dr. Bennett conceived the very unique idea of having the flowers growing in the fields where they can be seen at their best. He didn't know how the growers throughout the country would take to the plan, but began sending letters broadcast, and the result has been all that he could wish. Almost all of the prominent members of the gladiolus fraternity have sent, if not hundreds, then scores of bulbs to be planted. Even Mr. Richard Diener, in far away California, has made it possible for Dr. Bennett to grow several thousand of his remarkable "glads."

As it happens, two or three acres of land adjoining the exhibition building are available, and it is here that the planting will be done. Every effort will be made to prevent any confusion or mixing of the different growers' contributions; and if the clerk of the weather is reasonably considerate, the flowers should be in full bloom at the time of the show. Of course there will be cut flowers in the hall in the usual way, but they will be cut to a large extent from the adjoining fields, so that they will be at their best. Moreover, it will be possible to go out into the plots and study the plants themselves. This novel plan should work out to the advantage of commercial growers as well as those who handle "glads" simply as a hobby.

Dr. Bennett came to Boston and addressed the Horticultural Society at the inauguration of President A. C. Burrage. He had a number of slides showing what had been done for the beautification of St. Thomas, and aroused no little enthusiasm by his description of the means by which the Horticultural Society of that city was able to show a membership of almost 2,000.

Dr. Bennett laid much stress upon the value of publicity, a matter which is worthy of the attention of similar societies in other places. He said that in St. Thomas the society carried an advertisement in the local papers on every day, that they were issued. These advertisements were kept timely, and in themselves did much to maintain the interest of the public. Then the society had a perpetual display of flowers in the window of the leading jewelry store, there not being a day in the year when it was not represented here by a single choice bloom or by a collection of flowers.

Dr. Bennett also spoke of the society's cooperate work with the churches, and remarked that a St. Thomas minister never thought of going into the pulpit without having a boutonniere in his buttonhole.

At the same meeting Secretary Thomas, of the Rhode Island Society, gave a rattling talk on the work which was being done among the boys and girls in the neighboring state along horticultural lines. Mr. Thomas is an excellent speaker and had a fine set of slides.

---

I cannot pass by the meeting of the Massachusetts Horticultural Society at which these addresses were given without making mention of the unusual character of the reports. Usually on such an occasion the officers make reports of a cut and dried character which have no particular point. In this instance, however, at least two of the reports were exceedingly frank, laying stress upon the omissions of the exhibitors and the faults of the shows, as well as on the good features of both. It is quite possible that everything which was said by chairman Allen will not meet the approval of some other members, for his criticism extended even to the display of orchids at the big show in the spring. Be that as it may, the fact that he was willing to voice his opinion at a public meeting like that was significant. W. N. Craig also spoke very frankly in his report, stating that the failure of the Society to have more small shows and to make a greater feature of vegetable and fruit displays was reacting upon the organization and was against the best interests of the society in its relation with the general public.

---

The effects of the Horticultural Board's plant embargo are constantly being seen. An instance has just come to my attention. Certain private gardeners have desired to obtain Tigridias and Montbretias, two bulbs of great value in the garden. Until very recently these bulbs could be obtained freely, but now I find it almost impossible to locate any of them. The seedsmen said frankly that they could not get the stock, and had stopped quoting these bulbs. This is part of the embargo which arouses the ire of the home garden maker, and added to the many other unpleasant conditions resulting from the Board's drastic ruling, will go far towards inspiring a



Chinese Woolflower

protest of such volume that those in authority at Washington must heed it.

I find that a good many novelties in the flower lines are being put on the market this year. They are largely in the nature of annuals, and among the most interesting are several new varieties of Celosia, popularly known as Chinese Woolflower. This is the plant which John Lewis Childs popularized, and Mr. Childs is responsible for the new varieties, which include yellow, pink and red kinds. When this Celosia is properly handled it makes an excellent bedding plant, even though it lacks somewhat in refinement. Probably the new varieties, particularly the pink, will be received with much favor by the public.

### NASSAU COUNTY SOCIETY

Seven petitions for active membership were received at the regular meeting of Nassau County Horticultural Society, Glen Cove, L. I., and J. D. Arentshorst of Jersey and Peter Morrison of Oyster Bay were elected to active membership. The exhibits were judged by Charles Parr, John Hyster and Hector McDonald, who awarded 1st to Frank I. Johnson for 25 string beans, and a Certificate of Merit for a pot of Cypredeidium Frank O. Johnson had on exhibition. James McCarthy was presented by President Noonan with the Stumpp & Walter Cup he won at the Mum Show with 12 varieties of vegetables and Peter Smith the H. L. Pratt Cup, won at the same show with table decoration. The Society will hold its annual dinner late in March and President Noonan appointed Ernest J. Brown, Ernest Westlake and Thos. Twigg to make the necessary arrangements. James McCarthy and Joseph Adler were named to fill the vacancies in the Board of Directors. The Tulip Show will be held in May. John T. Johnston gave a short talk about his recent trip to Scotland. Exhibits for February 9th meeting, 50 single violets, 12 mixed roses, 3 heads of lettuce and William Robinson's special, 12 mushrooms.

ARTHUR COOK, Cor. Secy.

### NEWS NOTES

William D. Snell has purchased the greenhouse of the late J. O. Graham, at Little Falls, N. Y.

The Bay Shore Landscape Co. has designed and laid out two elaborate gardens for Dr. H. B. Delatour, of Bayport, N. Y. One is a Dutch formal garden and the other an old fashioned garden. About 6,000 perennials in half a hundred varieties, 3,000 bulbs and several hundred evergreens have been planted.

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# NATIONAL ASSOCIATION OF GARDENERS

President Craig has appointed the following directors for a term of three years: William Gray, Rhode Island; William Hertrick, California; Albin Martini, Iowa; Thos. Hatton, Connecticut; Thomas W. Head, New Jersey; Robert Weeks, Ohio; W. H. Griffiths, Michigan. Montague Free, New York, was appointed to succeed George H. Pring, Missouri, whose term expires 1923. The general committee for 1921 convention (to be held in New York City), is Alexander Michie, Locust Valley, N. Y., chairman; J. W. Everitt, Glen Cove, N. Y.; George R. Hale, Oyster Bay, N. Y.; James Stuart, Mamaroneck, N. Y.; John Canning, Ardsley, N. Y.; William Graham, Tarrytown, N. Y.; M. J. O'Brien, Mt. Kisco, N. Y.; A. Bieschke, Noroton, Conn.; Joseph Tansey, Tuxedo, N. Y.; William Brown, Morristown, N. J.; William H. Waite, Rumson, N. J.

The committee on training young gardeners is M. C. Ebel, New York; Montague Free, gardener, Brooklyn Botanical Garden, Brooklyn, N. Y.; George H. Pring, horticulturist, Missouri Botanical Garden, St. Louis, Mo.; H. Ernest Downer, horticulturist, Vassar College, Poughkeepsie, N. Y.

The committee on Quarantine 37 appointed by President Jensen last year consisting of W. N. Craig, Massachusetts and M. C. Ebel, New York, will be continued.

President Craig in his annual message urges that co-operation should be the association's watchword. It should co-operate with similar organizations, either private or commercial as its interests run on very similar lines, and many of the association's problems are those of other organizations also. He feels that the association should co-operate in every legitimate way with other bodies, aiming to advance horticulture, repressing existing injustices such as Quarantine 37 has caused, and handling other problems where individual efforts might be unavailing, but where in union there would be strength.

President Craig refers to the Plant Quarantine committee which has been actively engaged in a quiet way to bring about needed changes, and hopes in the very near future to make an important announcement of what has been accomplished. He states that the outlook for modifications are certainly brighter than they have been at any time.

There is every assurance that the present year will see the movement to interest young men in the profession of gardening well under way. Two of the foremost estates in the country are now preparing to receive a number of young men where they will have opportunities for both practical and theoretical training, and if plans now afoot materialize, the association will have a school of gardening started by one of the largest hortcultural institutions of this country where young men after two to three years' training on an estate can secure a year or two of scientific training to help round out their work.



PRES. W. N. CRAIG

In the campaign inaugurated at the St. Louis convention against the Sign Board nuisance, the committee has been somewhat disappointed in the lack of interest shown by several organizations that promised to co-operate if the gardeners' association took the initiative. The garden Club of America has indorsed its action and has voted its co-operative support. An active national campaign to bring about an abatement of this national nuisance along our highways will be started very shortly.

The Service Bureau, Mr. Craig says, is becoming nationally known, and positions have been filled not only in the East, but in West, Middle West and South. There is no doubt that country estate owners are recognizing the association as the source from which they may obtain their effiicient and trustworthy gardeners.

President Craig directs attention to the next convention which is to be held in New York City in the fall and asks members to make plans for their vacation at that time, and come to the Empire City, which is sure to extend a cordial welcome.

### Charges Sustained

A committee of the Executive Board composed of Peter Duff, Thomas Proctor, Robert Williamson, J. W. Everitt and Joseph Tansey met at the office of the association in New York on January 10 to act on charges filed against H. L. Crane, recently superintendent of Hubert T. Parson's estate, Shadow Lawn, West End, N. J., of making false statements and submitting a bogus copy of reference in his application to the Service Bureau for a position. The evidence presented to the committee duly substantiated charges made. Crane, who was invited to be present at the meeting, did not appear to defend the charges against him. After careful deliberation, the committee voted unanimously to expel him as a member of the association.

## NEW ROSES

The following varieties of Roses have been offered for registration in The American Rose Society:

Name—Miss Amelia Gude.

Class—H. T. Forcing.

Parentage of Rose—Columbia x Sunburst.

Description—Habit of plant very vigorous upright. Character of foliage—very handsome dark green. Freedom of growth and hardiness grows freely, hardiness not tested. Flower—medium size. Color—deep yellow center shading to cream. Form—outer petals reflexing. Fragrance and bud—moderate fragrance, long pointed bud. Petalage 35 to 40. Freedom of bloom and lasting quality—very free, good keeper.

The rose is similar to Sunburst, but is different in free winter blooming habit and superior for the following reasons: smaller bud, making it ideal for basket and corsage work. Signed by Fred H. Lemon & Co.

Name—Angelus.

Class—H. T. Forcing Rose.

Parentage of Rose—Columbia x Ophelia.

Description—Habit of plant—Vigorous upright. Character of foliage—dark green, free from disease. Freedom of growth and hardiness—Free, hardiness not tested. Flower large and full. Color—white, cream tint at center. Form—similar to Premier but higher center. Fragrance and bud—moderate fragrance. Petalage—40 to 45. Freedom of bloom and lasting quality—free, good keeper.

The rose is similar to Kaiserine Vic. Aug. Vic, but is different, being more double and superior for the following reasons: blooms in winter, keeps longer after cutting. Think will ship well. Signed, Fred H. Lemon Co.

Name—Rotarian.

Class—H. T. Forcing.

Parentage of Rose—Ophelia Pollen, parent not known.

Description: Habis of plant—Vigorous upright. Character of foliage—dark green, red tips. Freedom of growth and hardiness—free growth, hardiness not tested. Flower—large and full. Color—bright cherry. Form—full-high center, reflexing outer petals. Fragrance and bud—moderate fragrance, long bud. Petalage—35 to 40. Freedom of bloom and lasting quality free, keeps well.

The rose is similar to Frank Dunlop, but is different in habit of growth and brighter color, and superior for the following reasons: free from mildew, strong stems, color does not turn blue. Signed by Fred H. Lemon & Co.

If no objection to such registration is filed with the Secretary of the Society within three weeks after this publication, the registration will become permanent.

JOHN C. WISTER, Secretary.

## SHALL SEED STORES SELL FLOWERS?

### A Growing Disposition to Add Cut Blooms as a Side Line

Shall seed stores go into the cut flower business? That is a question which is receiving attention in the trade just now. Many seed stores are already handling nursery stock and some of them believe that flowers can be added to advantage. The Seed World of Chicago presents the case as follows:

"Installation of an ice box and a work table practically covers the initial investment for those who wish to give the cut flower department a trial. The addition of this line will do much to utilize the labor that usually goes to waste during the dull period from the end of June until the first of February.

"Two of the big sale periods in the florist trade comes during this dull period, that is, Thanksgiving and Christmas. Most seedsmen have noticed how a few plants in the window will call favorable comment among their trade, and one of the most notable values in the addition of this line is the attractiveness it will lend to the seed store window. Flower seed and bulbs can be displayed side by side with their products, and will result in an increased sale of the former in addition to the profit that is derived from the latter.

"Those who look with disfavor on this plan, may urge the necessity of skilled help in the arrangement of bouquets and designs, but this is an objection that can be easily overcome. Wholesale cut flower houses are always willing to aid the beginner and usually have in their employ men who are very willing to show the rudiments of the business to interested parties. Any one possessing taste can, with very little practice, arrange flowers in a manner that will be very pleasing to the average customers. As one old florist said, 'The more carelessly flowers are thrown together the beauty of the bouquet increases.'

"To those seedsmen who wish to make this addition on a little larger scale, the supply houses offer equipment that will make their stores a place of distinction and beauty. On a recent visit to the A. L. Randall Co. we noticed outfits for the cut flower department that left nothing to be desired in the way of design and utility."

Everette R. Peacock of Chicago is a seedsman who has added a cut flower department with marked success. The color his windows lend to that portion of Milwaukee avenue marks his location for every passer-by.


# Michell's Flower Seeds

| BEGONIA | Tr. Pkt. | Oz. |
|---|---|---|
| Semperflorens Vernon | $0.50 | $5.00 |
| Semperflorens Mixed | .50 | 5.00 |
| Gracilis Luminosa | .40 | .... |
| Gracilis Rosea or Alba | .30 | .... |
| Gracilis Prima Donna | .50 | .... |

| CENTAUREA | 1000 seeds | Oz. |
|---|---|---|
| Candidissima | $0.40 | $2.00 |
| Gymnocarpa | .20 | .75 |

| LOBELIA | Tr. Pkt. | Oz. |
|---|---|---|
| Crystal Palace Compacta | $0.40 | $2.50 |
| Crystal Palace Speciosa | .20 | 1.00 |

| PETUNIA | ½ Tr. Pkt. | Tr. Pkt. |
|---|---|---|
| Grandiflora fringed | $0.30 | $0.50 |
| Ruffled Giants | .30 | .50 |
| California Giants | .30 | .50 |
| Monstrosus (Michell's) | .60 | 1.00 |

| SALVIA | Tr. Pkt. | Oz. |
|---|---|---|
| America (new) | $0.50 | $4.00 |
| Bonfire | .10 | 2.50 |
| Splendens | .25 | 1.50 |
| Zurich | .50 | 4.00 |

| VERBENA | Tr. Pkt. | Oz. |
|---|---|---|
| Mammoth Fancy Blue | .30 | 1.75 |
| Mammoth Fancy Pink | .30 | 1.75 |
| Mammoth Fancy Scarlet | .30 | 1.75 |
| Mammoth Fancy Striped | .30 | 1.75 |
| Mammoth Fancy White | .30 | 1.75 |
| Mammoth Fancy Mixed | .30 | 1.25 |

| VINCA | | |
|---|---|---|
| Alba | .15 | .75 |
| Alba Pura | .15 | .75 |
| Rosea | .15 | .75 |
| Mixed | .15 | .60 |

**Asparagus Plumosus Nanus**

Northern Greenhouse Grown Seed

| | |
|---|---|
| 1,000 Seeds | $4.00 |
| 5,000 Seeds | 19.00 |
| 10,000 Seeds | 36.00 |
| 25,000 Seeds | 85.00 |

Larger quantities quoted on application

Also all other Seasonable Seeds, Bulbs and Supplies. SEND FOR OUR NEW WHOLESALE PRICE LIST IF YOU DO NOT RECEIVE A COPY.

## MICHELL'S SEED HOUSE

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# MAINE SUNSHINE WHITE DELIGHT

**Strout's Splendid New Carnations**

They have carried the trade by storm

| MAINE SUNSHINE | WHITE DELIGHT |
|---|---|
| Rooted cuttings.. $15 per 100 | Rooted cuttings.. $12 per 100 |
| " " $120 per 1000 | " " $100 per 1000 |

**STROUT'S, Inc.** **Biddeford, Maine**

## THIS SEASON'S NEW ROSES

**PILGRIM CRUSADER PREMIER RUSSELL HADLEY**

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

Tel., Main 6967 6968 **WELCH BROS. CO.** 262 DEVONSHIRE STREET BOSTON, MASS.

**When writing Advertisers kindly mention Horticulture**

# DISCUSSES PLANT EMBARGO

## President Burrage of the Massachusetts Horticultural Society is Installed

Mr. A. C. Burrage, the new president of the Massachusetts Horticultural Society, took office January 8, on which occasion he made an address which was listened to with sympathetic appreciation. He said in part:

This Society, older than the Royal Horticultural Society of England and only twenty-five years younger than its predecessor, the Horticultural Society of London, has a record and reputation excelled only by the Royal Society.

Years ago, on my first visit to Europe after a boyhood spent among the wonderful wild-flowers of California, I first learned to know orchids—exotic orchids—and to love them with an admiration which has never lessened. Twenty years ago when I first began to have them in a conservatory, they fascinated me still more, and when, a few years ago, I was fortunate enough to be able to secure them in quantity and variety and to give them the greenhouse care they deserved, they responded nobly and gave me back a rich reward. Still I was not satisfied, because my joy was too much like that of the miser over his gold, and I resolved that others should some time have a chance to see them as I saw them and to know and appreciate these most beautiful of the products of the vegetable kingdom. But my real motive was that the people of this community should get a clearer realization that this country does not and cannot produce, except under glass, any of these wonderful flowering plants so rich in form and color and in romance.

So, during the past year, you have had, throughout the year, as promised at the beginning, monthly exhibits of orchid plants as they came into flower throughout the different seasons. And nearly fifty thousand individuals have seen, studied and enjoyed them. Slowly, unconsciously, but with ever increasing force, a new life has come into the attendance at our hall—a renaissance of the spirit of our forefathers, who, in their love of plant-life, founded this society and within its home exhibited the best they had.

How many visitors to these exhibits realized that every one of these scores of genera and hundreds of species of plants came from without the borders of this country and that not one was native to the United States. That all of these plants were imported into this country—every one foreign, that is, exotic?



A. C. BURRAGE

Many consider this society an aggregation only of scientists and specialists. This is not so. Most of us are amateurs, many are cultivators, and some are artists in arranging Nature's plants in artistic groups.

But we all have one trait in common—our love for the beautiful. We are all lovers, true lovers of the beautiful in form and color; and in this we recognize no nationality, no artificial boundary, no political demarcation, and we believe we have an indefeasible right to secure the finest natural products of the whole world, provided our use of them injures no one.

We believe the United States Government should protect, so far as it can, the agriculture and horticulture of this country against the introduction of injurious foreign insects and plant diseases, and we favor a reasonable quarantine for this purpose. But we protest against total embargoes and regulations which are, in effect though not in terms, embargoes, and which unnecessarily impede the progress of horticulture in this country.

Quarantine 37, issued under the provisions of the Law of 1912, provides that certain plants may be imported only under a license from the Federal Horticultural Board and requires such plants before delivery to the owner to be sent to Washington for inspection and treatment. This makes it difficult on account of excessive and unnecessary cost and injury to the plants, to import such plants; and if this quarantine is allowed to stand as at present, comparatively few rare plants will in future be imported into this country. Our society is earnestly engaged in the movement to secure alterations to these arbitrary and drastic regulations and we expect this year to make substantial progress in this direction.

To secure the best results it is not enough to do what we can do easily. We must do many things which can be done only with difficulty. To progress we must, from time to time, secure new species and varieties from which to hybridize and make new creations. We must select, and select the best, not only of this country but of the entire world. We must secure not only species and natural hybrids but also artificial hybrids, and this regardless of whether they come from Madagascar, England, Belgium, Siberia, or elsewhere. We must mate not only similar with similar, species with species, but genera with genera.

If in 1820 our forefathers thought that in this country with its virgin fields and forests and their own limited funds and transportation facilities, it was necessary continually to procure exotic plants, what shall be said of us of the present, now become the wealthiest and greatest of all civilized countries, the creditor nation of the world, the Mecca of all emigrants? Shall it be said we are heedless of the morrow—that we have no thought of the future or of our obligations to the millions of people we allow to come here?

Is it enough to take, if we can, our alien immigrants to our libraries and ask them to look at the pictures and descriptions of rare and beautiful exotic plants? Is it enough to send


**CYCLAMEN SEEDLINGS**

3 to 5 leaves, ready January 1st

| German Strain | 100 | 1000 |
|---|---|---|
| Best Red. Very fine | $7.50 | $65.00 |
| Glory of Wandsbek | 7.50 | 65.00 |
| Perle of Zellendorf. Pink | 7.50 | 65.00 |
| Rose of Zellendorf. Rose-pink | 7.50 | 65.00 |
| Wonder of Wandsbek | 7.50 | 65.00 |
| Bright Pink | 7.50 | 65.00 |
| White with Eye | 7.50 | 65.00 |
| Bright Red | 7.50 | 65.00 |
| Rose-Pink | 7.50 | 65.00 |
| Pure White | 7.50 | 65.00 |
| Seedlings, extra select | 9.00 | 85.00 |

Purchaser's selection of varieties, $5.00 per 1000 extra. Quotations on pot plants on application.

**C. U. LIGGIT**

Wholesale Plantsman

Bulletin Building PHILADELPHIA

them a cut flower when they are ill in hospitals? Is it not better to show them the flowering plants in our exhibitions and in our gardens?

Which makes for the greater refinement of the human being: the brick walls of apartment houses and hospitals, or beautiful grounds like our Common, our Public Gardens, and our surburban estates? These foreigners come very largely from the crowded and impoverished countries of Europe. What will make them more contented with their lot and better citizens? Will it not be the building of cleaner and better houses with attractive, natural surroundings of space, grass, flowers, shrubs and trees—real, permanent homes?

This is the way to decrease Bolshevism. This is the way to increase Americanism

Therefore my appeal to you is that we now determine and hereafter provide that this country shall secure and grow every known, useful, rare and beautiful exotic plant which will add to the comfort, happiness and refinement of the people, so that there shall be here with us now and with our posterity hereafter not only the survival of the fittest but the improvement of the best.

## CHICAGO FLORISTS CLUB.

The Chicago Florists' Club will have a Ladies' Night, Flower Show and Dance at Hotel Randolph, Thursday evening, Feb. 3. The entire second floor of the Randolph Hotel has been reserved for this purpose. Mowshin's Bluebird Orchestra has been engaged for this occasion. This affair will be tendered as a complimentary event to all the trade and their friends. Every one is invited. Chairman Waters plans to make this the trade's biggest social event. Every florist is requested to wear a boutonniere—every florist's lady should have a corsage bouquet. Come to the dance and flower show and say it with flowers.

The Chrysanthemum Society of America will have its exhibit and meeting in Chicago in November.

President Kohout has appointed the following gentlemen to serve upon a permanent committee for this occasion: N. J. Wietor, F. Lautenschlager, W. N. Rudd, C. C. Pollworth and A. H. Schneider.

The following committees have been appointed for the ensuing year:

Good of the Club Committee—T. E. Waters, Paul E. Weiss, Wm. Wienhoeber, J. E. Pollworth, Chas. Erne, Paul Klingsporn, Ed. Goldenstein and E. A. Ollinger.

Transportation Committee—Michael Barker, chairman.


# Special Offer of Nursery Stock

Prices F. O. B. Boston Packing at cost. Subject to being unsold on receipt of order.

| | | |
|---|---|---|
| 750 | **Amorpha** canescens. 3-4 feet | |
| 750 | **Amorpha** fruticosa. 2-3 feet. | |
| 750 | **Aralia** pentaphylla 2½-3 feet | |
| 2500 | **Cercidiphyllum** japonicum. 4-5 ft. | |
| 1000 | **Cornus** alba. 3-4 feet. | |
| 1000 | **Cornus** Siberica 3-4 feet | |
| 700 | **Cornus** stolonifera. 2-3 feet. | |
| 200 | **Cornus** stolonifera aurea. 1½-2 ft. | |
| 2500 | **Deutzia** crenata fl. pl. Pride of Rochester 2½-3 feet | |
| 2000 | **Deutzia** crenata rosea. 2½-3 feet | |
| 250 | **Euonymus** europaeus. 2½-3 feet. | |
| 1000 | **Forsythia** Fortunei. 3-3½ feet. | |
| 1500 | **Forsythia** intermedia 3½-4 feet. | |
| 700 | **Forsythia** intermedia aurea 3½-4 feet. | |
| 2250 | **Forsythia** viridissima. 2-3 feet. | |
| 300 | **Lonicera** Morrowii. 2-3 feet | |
| 1200 | **Lonicera** Morrowii 3-4 feet | |
| 1000 | **Lonicera** Ruprechtii 2-2½ feet | |
| 1500 | **Philadelphus** coronarius 1-2½ ft | |
| 250 | **Philadelphus** Falconeri. 3½-4 ft | |
| 200 | **Philadelphus** Boule d'Argent 2-2½ feet | |
| 100 | **Philadelphus** erectus. 3-3½ feet. | |
| 150 | **Philadelphus** Magdalene. 3½-4 feet. | |
| 1000 | **Pyrus** arbutifolia (Aronia) 3-4 ft | |
| 700 | **Sorbaria** glabrata. 2½-3 feet | |
| 1000 | **Spiraea** callosa 2½-3 feet | |
| 100 | **Spiraea** Douglasii 2-3 feet | |
| 1000 | **Spiraea** opulifolia. 3-4 feet | |
| 150 | **Spiraea** opulifolia aurea 3-4 feet. | |

We also have **Azaleas** and **Kalmias** to offer. If interested, state your requirements.

COCOANUT FIBRE. Wholesale and Retail Prices on application.

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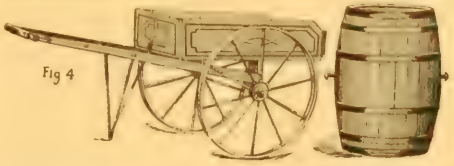


Fig 4

| | |
|---|---|
| Water Trucks, 2 inch tire | $4.00 |
| Barrels, extra | 6.50 |
| Box Beds, extra | 5.25 |
| Leaf Racks for water truck | 10.00 |
| Wheelbarrow Leaf Racks | 5.00 |

Our 1921 Catalog of Farm, Garden, Poultry, Dairy Supplies and SEEDS, Free.

# GRIFFITH & TURNER CO.,

205 N. Baltimore Street Baltimore, Md.


Mr. Peter Pierson exhibited a bouquet of wooden flowers at the last meeting principally to bring up a discussion upon the Artificial Flower question Mr. Otto Amling stated that the S. A. F. & O. H. should take some action discouraging their use.

Mr. T. E. Waters pointed out that the grower and retailer should push natural flowers to the front. Mr. Waters also pointed out that there was a vast difference between artificial flowers and natural prepared foliage

The next meeting night will be an adjourned meeting to be held at the Randolph Hotel, February 3rd, combined with the Novelty Flower Show, Ladies' Night and Dance.

F. Lautenschlager, Sec.

## WESTCHESTER AND FAIRFIELD SOCIETY

At the regular meeting of the Westchester and Fairfield Horticultural Society Mrs. Smith won 1st prize with a very fine vase of Euphorbia; J. Stuart, 2nd prize with one of his famous cyclamens; R. Williamson, 3rd prize with a well grown Buddleia, and also first prize for a display of vegetables. The main topic was the annual dinner of the society which will be held at the Lawrence Inn, Mamaroneck on Wednesday, Jan. 26.

Oscar E. Addor Secy.

## SPECIAL LECTURES

### They Will Be a Feature of the Shows at Horticultural Hall

As a result of the good offices of Miss Marion Ruby Case there will be special lectures at the summer show in Horticultural Hall, Boston, the coming season. This will be a pleasing innovation, and each speaker will talk about the flowers which form the major part of the exhibit. The lecturers selected are as follows:

Lilacs and Wild Flowers, May 14 and 15, Mr. Kenneth W. Gillet.

Rhododendrons and Azaleas, June 4 and 5, Mr. T. D. Hatfield.

Roses and Strawberries, June 25 and 26, Mr. Wilfred Wheeler.

Sweet Peas, July 10 and 11, Mr. Allen Jenkins.

Gladiolus, Aug. 13 and 14, Mr. H. E. Meader.

Products of Children's Gardens, Aug. 27 and 28, Miss M. R. Case.

Dahlias, Sept. 10 and 11, Mr. J. K Alexander.

Fruits, Nov. 5 and 6, Mr. Albert R. Jenks.

### BOSTON GARDENERS' AND FLORISTS' CLUB.

The annual meeting of the Boston Gardeners' and Florists' Club was well attended in spite of the cold weather. The new officers were installed by Mr. John F. Briry. Five new members were received into the club, George W. Turner, Newton; Raymond W. Swett, Newton; George B. Stewart, Jr., Waltham; E. E. Randall, Prides Crossing, and Clement Estey, Newton Center.

A resolution in favor of daylight saving was passed.

The report of the treasurer showed a balance of $375. The secretary's report gave the average attendance as 98, with 31 new members during the year, and two deaths. After the business meeting dancing was enjoyed until midnight.

On February 7 the club will have a lecture by Mr. J. Otto Thirlow, of Philadelphia, on "A Trip to the South Sea Islands and Australia."

The annual carnation night will come Feb. 15, and at the March meeting Mr. Robert Cameron, of Ipswich, will lecture on "Annuals."

The annual banquet will be held in Horticultural Hall on the evening of February 3, at 6.30. President A. G. Burrage, of the Horticultural Society, and President Thomas Roland of the S. A. F., will be the principal speakers. An orchestra will furnish music and after the banquet dancing will be enjoyed.

### CHANGES AMONG GARDENERS

Mr. Herbert H. Fletcher has come to Boston to take charge of a new estate being developed by L. B. Towl, at Newton, Mass. For 20 years Mr. Fletcher has been with C. F. Dietrich, at Millbrook, N. Y., and is an expert of great experience.

Other changes in the gardening profession are as follows:

Frank W. Sparks leaves the A. B. Dick estate at Lake Forest, Ill., to take charge of the place of Mrs. Juline Rosenwald, at Ravinia, Ill.

Robert McLaren, formerly engaged in landscape development work, has become superintendent on the H. M. Wallis estate at Racine, Wis.

James Clunas has become head gardener to Mrs. William Grosvenor, Newport, R. I.

William H. Ward has become head gardener to Robert Jones, Madalin, N. Y.

### ELM CITY NURSERIES.

The Elm City Nurseries has disposed of all its holdings in New Haven, Conn., and has moved its entire plant to Woodmont, combining both places in one. A recent deal was consumated whereby the property in New Haven occupied by the company was sold for about $80,000 by Ernest S. Coe to Robert Schroder. The tract is to be developed by the new owner for house lots. In its Woodmont location the Elm City Nursery has greater opportunities for expansion and a large amount of planting has been done.

## Men I Like to Meet



JOSEPH HILL

Of the younger generation of florists there is no one more generally popular than Joseph Hill. Whether you meet him at the conventions, or in Richmond, you are always sure of a warm greeting, and you are met in a hearty way whether it be socially or in business. Mr. Hill has a model range in every way, and it is always in the pink of condition. He showed his great ability as a grower the first few years of business for himself by turning out carnations of a standard mighty hard to equal. He grew up in the business, and of course has taken to it naturally. Under the guidance and instruction of that past master of the craft, E. G. Hill, we could look for nothing but the best.

Now that he is specializing in roses we may say the same thing for him. The quality of the stock in his houses is of the very finest. Who ever saw Premier, for instance, better done than Joe Hill had it last winter? Mr. Hill is full of energy, enjoys athletics and is a good fellow in every way.

### ON TO WASHINGTON

The following are among the New England people attending the meetings of the Carnation Growers and the Flower Growers' Association in Washington this week: Jack Nelson, Allan Peirce, George Moyse, Thomas Roland, L. J. Reuter, S. J. Goddard, C. S. Strout, William Sim and Mr. Osborn, of Coombs & Co., Hartford.


# ARE YOU?
# YOU MUST BE

Reading our bulletins which are moving frequently throughout the season. Never have we had such a strong demand for all kinds of stock as we had in the two dull months of November and December.

MR. SPRING BUYER right now place your order and keep in touch with us on the following:

**APPLES**—A good list of varieties. Many of the scarce sorts.

**PEARS**—General assortment—strong on Bartlett.

**PLUMS**—"Jap" budded on peach, right prices.

**PEACHES**—Surplus of Carman, Champion, Early Elberta, Elberta.

**H. P. ROSES and CLIMBERS** in strong grades No. 1, No. 1½ and No. 2.

**ORNAMENTAL SHRUBS**—General assortment.

**AMPELOPSIS VEITCHII**—2 year No. 1 and 1 year No. 1 planting stock.

**ASPARAGUS ROOTS.**

**BARBERRY THUNBERGII SEEDLINGS**—Largest stock in the world.

**BARBERRY THUNBERGII**—3 year 2-3 ft., 18-24 in., 18 in., 12-18 in.

**CALIFORNIA PRIVET**—2 year well branched, 3-4 ft. and 2-3 ft.

**Imported Fruit and Rose Stock, quoted f. o. b. Manchester.**

**FRENCH APPLES**—No. 1 grade, 7-12.
**FRENCH MANETTI**—5-9.
**ENGLISH MANETTI**—5-9.

Write for Bulletin, giving quantities and prices.

**C. R. BURR & COMPANY, Manchester, Conn.**

# THE PETERBOROUGH WORKERS

When I think of Florence I think of pink roses, nodding their heads over gray stonewalls, of dark cypress trees, of the view of the Duomo, Giotto's Tower and the Baptistery from Fiesole. Others in recalling that beautiful city think of the pictures in the Uffizi and Pitti Galleries. When Miss Mary Morison was in Florence and elsewhere in Italy, she thought of the women in Peterborough, saw all the beauty and wanted to take it home to them. Not only in the photographs which most tourists take home, but also in the handiwork of this beauty loving people. So she began to collect embroideries for them to copy.

One of the first of the Peterborough handicraft workers gives this delightful account of an August afternoon in 1904 when Miss Morison invited her and her sister to see the work she had brought home.

As you all know Miss Morison had traveled all over the world and picked up things here and there. But I doubt if you know what a large collection she had of different kinds of embroidery.

She took us to the dining room where she had the large table completely covered, a smaller one beside it, and things on all the chairs and stands in the room, as well as the small dining table in the smaller part of the dining room. She had each kind by itself, Italian, English, Russian, Mexican and so on. She enjoyed showing and telling us about all the different kinds, and where she got them, but especially the Italian work. We said there was no reason why this Italian cutwork or reticella should not be done here if we only had designs of different things, so we each took a doily home to copy.

The matter was then brought before the Progressive Club of Peterborough and resolutions for the encouragement of this beautiful handiwork were adopted.

We decided to produce handiwork of a distinctive artistic merit for which there would be a good market, and to limit ourselves to only a few styles of work so as to obtain an excellence which would command a ready sale.

The next step was an exhibition of Italian cutwork and baskets at the club. The baskets were introduced for those who did not wish on account of eyesight or for other cause to do such fine work as the reticella. The original idea of baskets was reed or woven baskets. But the exhibition that day was of raffia or sewed baskets from Milford and they were so attractive the ladies all wanted to make that kind. Miss Morison and Mrs. Bass contributed to a fund to secure teachers for Peterborough.

In January, 1904, two basket classes were formed, one with Mrs. Stickney of Milford for teacher, while Miss Mary Adams had the other. We also had a class in reticella work with Mrs. Weber of Boston for teacher. Each member of all the classes was supposed to teach others, in that way to pass the knowledge on to all who wished to join. The workers met through the winter and the number increased from the original twenty-five to over fifty. Miss Morison was in Italy a portion of the winter and brought back many specimens of work which she loaned for working designs. In May, 1905, all finished pieces of the cutwork were examined and approved by Miss Smith of the Boston Decorative Art Society, while Mr. Whiting, then secretary of the Arts and Crafts Society of Boston, examined and appraised the baskets. He highly commended the work as a whole.

In June the committee met and voted to call a general meeting of all persons interested in the movement and in the forming of a permanent organization. On July sixth a number of ladies assembled in Social Hall and a society was formally organized under the name of The Handicraft Workers of Peterborough, whose object it shall be to produce handiwork of distinctive artistic merit and for which there is likely to be a good market.

This society has steadily grown in the interest taken in its beautiful work, so that it is now ready to take orders at all times, has a salesroom open from May till November, conducts a tea room through July, August and September, and again at Christmas and Easter. At the Christmas Market of the Woman's National Farm and Garden Association, which was the sixth annual sale in Boston of the Handicraft Workers of Peterborough, its embroidering found ardent admirers and many purchasers of Christmas gifts.

MARY ADAMS
M. R. CASE

Hillcrest Gardens, Weston.
January 12, 1921.

---

Gustav Hamelin has become head gardener to Mrs. Helen Hartley Jenkins, Norfolk, Conn.


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# HORTICULTURE

Established by William J. Stewart in 1904

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**Getting Together**

In his installation address Mr. Joseph Cohout, the new president of the Chicago Florists' Club, stressed several salient points, showing that he had a broad and comprehensive viewpoint of the entire business situation as it effects all classes of the trade. It is good to find a man of such breadth of vision, because all too often even officials of prominence cannot see beyond the one line of work in which they are engaged. Yet if the trade is to prosper as a whole, there must be a coordination of interests, because the various phases of the florist industry dovetail so closely that if there is a misfit anywhere, friction is felt all along the line. Mr. Cohout frankly met the statement of some in the trade that there are too many florists' organizations. He argued in reply that there could not be too many organizations, provided their work is efficient. This, of course, is the crucial point. If they justify their existence by their works, well and good.

As Mr. Cohout pointed out, the new order of things must be recognized and the new organizations come only after the need of them has been seen. Yet it was also pointed out that there is no reason why there shouldn't be a centralization of power, and a working union of all the trade organizations.

Said Mr. Cohout, "No matter what we think we are (having reference to the Chicago Florists' Club) we must either cooperate with the specialized trade organizations or form a new organization here by the revision of our by-laws. By centralization we can lay out a course to pursue applicable to all our particular needs. All that is needed is the necessary revenue of the various outside local trade bodies in order to carry on diversified trade requirements. With a common fund we can put over the thing that we set out to do."

Mr. Cohout's remedy for existing conditions is an enlargement of the scope of the Chicago Florists' Club by an amendment to the by-laws so that it can include all the separate trade divisions. This would mean an increased membership and an enlarged treasury, which would, in President Cohout's opinion, multiply the influence of the club and raise the Chicago trade to a prestige in keeping with its importance. Unfortunately it is not always possible to get the cooperation of the different trade bodies among the florists This fact has been demonstrated in New York. The effort to affect an organization which would take in all of the different bodies has been under way for some time. Apparently it is nearer accomplishment now than ever before, although the last reports show that the retail florists are holding back.

Of course there are some who see difficulties and pitfalls in the way of such centralization, and it is quite possible that some of the predictions which they make will come to pass. Yet looking at the matter in a broad way, it seems pretty evident that in some form or other there must be a closer cooperation among all the branches of the business if the greatest good for the greatest number is to be worked out.

Just at present the plans which are being laid and which are slowly materializing in different parts of the country seem to be the best which yet have been devised. Perhaps something better will come along later, but just now it seems wise to us for florists to use the tools which they have at hand, and do the best they can with them.

---

**"What thou Owest"**

Apparently there is a greater tendency than ever before to accept many of the commonly quoted scriptural passages as being applicable to business conditions, confused and abnormal as the latter may seem at the present time. There is, for example, the story of the ungrateful servant who failed to appreciate the leniency of his master, but immediately seized upon a fellow servant and tried to exact from him full payment of his smaller debt. At the recent meeting of the governors of the United States, held in Harrisburg, Pa., this biblical similee was made use of in a statement which might well find a place on the walls of every merchant, including florists throughout the country. This statement which is worth pondering, reads as follows:

"Let every individual do all he can to help and encourage his neighbor. Let there be a complete mobilization of the financial and spiritual assets of every community. Neither God nor the government ought to be asked to help those who do not first make every possible effort to help themselves

"There ought, however, to be a united effort in every community to keep any good man from being destroyed because he cannot immediately meet his obligations Under existing conditions it would be the acme of inhumanity and of unwisdom to force any debtor into bankruptcy if, by the most liberal indulgence, he would ultimately be able to pay. Business failures do more than wreck business. They ofttimes destroy men.

"Liberal indulgences and renewals should be granted by the manufacturers to the jobbers, by the jobbers to the merchants, by the merchants to the individuals. It is no time for a creditor to seize his debtor by the throat and savagely say, 'Pay what thou owest.'"

This does not mean that credit should be allowed to run wild, that prices should be maintained at an abnormal level or that business principles should be fractured with impunity. But it does mean that adequate insurance should be taken out against avoidable failures that menace the community as a whole. The premiums on this insurance can be paid only by those who are directly interested in preserving the commercial stability of the country—manufacturers, wholesalers and retailers.

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Cattleya Schroederae is often called the Easter Cattleya, but if you want it in good flower by Easter time, give it a temperature from 55 to 60 at night, 65 to 70 when the sun shines. Sixty degrees is about right for cloudy days.

This is a good time to sow primula seeds, as the seeds germinate well and give strong plants. Make sure of good seed by purchasing only a first class strain. A light compost consisting of leaf mold with plenty of fine sand and powdered charcoal works well. Sow in large shallow pans, well drained, and protect the seed from the air and sun until they germinate. When the young seedlings begin to appear, place them well up to the glass in a house where the temperature runs from 45 to 50 degrees.

Good chrysanthemums depend on an early start, especially in the case of the dwarf, slow growing varieties. Bring stock plants to the light at once, and select only the best cuttings for use, discarding any that have become too long and are throwing a bud.

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As a sample of how the holiday trade was in the South we may use the report of the Greenville Floral Company as a sample. They say the weather being rainy until the 24th was against them but the final wind up was very satisfactory so that when unexpected business came in on the 27th and later they had no cause to complain and their high hopes that 1920 would prove a record breaker were fully realized. All their cut flower reserves were cleaned up and what flowering plants they had left came in very handy afterwards.

The Orchid growers seemed to have a good inning and they sold by quantities at big prices. But lots of their plants kept on blooming after the big hurrah and while these flowers keep well something had to be done so by mid January they had to drop the price to where even common mortals dare to indulge.

Pages of perfection—that's the only way to express the feeling of one interested in the progress of horticulture—after having looked over the Maule catalogue for 1921. Every one of its nearly two hundred pages is a gem in itself—from whatever angle you view it—whether as a horticulturist, a business man, or an artist. Is it any wonder they are doing the most wonderful business all over the world—the men capable of producing such

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The sporting spirit among the florists seems to be coming alive again. We met Edward Reid on the train the other day and he was telling us he just got a notion Saturday afternoon, shouldered his gun and went off down to Essington to shoot clay pigeons in a match game. He came out very nearly on top in spite of a long lay off. And now comes a ten pin team of florists who have won the championship in a series of games in which eight clubs were engaged. This tournament has been going on for


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some time on the Keystone alleys. The personnel of the florist team is: Taylor, Wanger, Robertson, Garrett and Eisele. Robertson is an old timer of Horticultural Hall days, and Eisele is a Niessen boy. Go to it lads. Great to know you are having some fun. Its a gloomy world but there are some bright spots.

The canners had a six day convention at Atlantic City commencing January 17th. Many of the big seed houses were represented. Chas. P. Guelf, Harry Hedges and Howard M. Earl looked after the interests of the Jerome B. Rice Co. in their usual efficient style.

Among our distinguished recent visitors: the Ruzuck brothers, and C. P. Dudly of Madison, N. J.; C. M. Coe, D. M. Ferry & Co., Detroit, Mich.; Mr. Bauer, S. S. Pennock Co., Washington, D. C.; S. Mortensen, Southampton, Pa.

## NEW ENGLAND NOTES

Robert E. Young, for four years shipper at the Bay State Nurseries in North Abington, Mass., has gone to Greensboro, N. C., where he will enter the nursery business in conjunction with his father, who is a large fruit grower.

A. J. Boothman, of No. Adams, Mass., has turned over his greenhouses to his sons, Harold and Thomas Boothman. They represent a total of 25,000 square feet of glass. The business was started 25 years ago, with two small hotbeds. The greenhouses will be run in conjunction with the flower shop in No. Adams, of which Mr. Boothman will remain in charge.

E. W. Vineca, president of the Crowell Fern Co. of Millington, Mass., recently had a narrow escape from death. He was coming down a long hill with a truck loaded with ferns when the machine skidded and overturned. Mr. Vineca was pinned underneath the load, and it was only after three hours of struggling that he succeeded in getting out from under the wreckage.

The florist business conducted for many years by the late Frederick G. Danforth, at Augusta, Me., will be continued under the firm name of F. G. Danforth Co. The members of the new firm are Mr. Danforth's widow, daughter and son.

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Uniform in Thickness
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Volume XXXIII FEBRUARY 10, 1921 Number 3

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## BOSTON FLORISTS MEET

The February meeting of the Boston Florists' Association, held at the City Club, was one of the most enjoyable of the season. President Letson was in the chair, and the speaker of the evening was Representative Henry E. Pinkham, of Lynn, one of the ablest speakers on Capitol Hill. Mr. Pinkham held the closest interest of his hearers while he considered the Commonwealth and Democracy.



PRESIDENT B. F. LETSON

He divided Democracy into its social, industrial, political and ethical elements, each of which was discussed in a brilliant manner.

The matter of holding the meetings of the association the second Wednesday, instead of the second Tuesday of each month, was brought up, but was laid on the table for further consideration. It was declared to be the sentiment of those present that the dinners should start promptly at 6.45 and the meetings close sharply at 10.

Three new members were voted in, Mr. Edward Winkler, of Wakefield, Mr. Timothy Kelley, of Watertown, and Mr. Gustave Thommen, of the Florists' Exchange. The association is now in a prosperous condition, and it is expected that there will be a large increase in membership before the season is over.

## THE MARKET

During the last few days the market has slowed up somewhat, but has been very good for the last two weeks, speaking in a general way. There is no particular shortage in any line, and no great over production. Roses are selling from 8 cents up, carnations from 5 to 7 cents, and callas from 2 to 3 cents. Jonquils are fairly abundant at 5 cents. Easter lilies are bringing up to 20 cents. Violets continue to occupy a low place, selling at $1.00 to $1.25 a bunch.

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-HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIII FEBRUARY 10, 1921 No. 3

# THE TALK OF THE TRADE

The carnation convention in Washington showed a repetition of the past few years in the limited number of exhibits. According to my idea the number of entries should have been very much greater; as it was I think I am right in saying that New England carried the larger part of the weight of this meeting. Where was New York and Philadelphia? Those two cities especially are within easy traveling distance, but the middle West also was sadly lacking. By that I mean, of course, in entries. I think the attendance was representative in every way. Of course, a lot of other meetings being held at the same time brought in a representative crowd. Such meetings as those of the directors of the S. A. F., National Flower Show Committee, directors of the Growers' Association. The publicity campaign could not help but round out the Carnation Society's meetings in a very satsfactory manner. While there was a lack in the quantity of blooms shown, no one could say that there was anything lacking in the quality. When the party of New England growers came back home they must have carried along a very satisfied feeling.

Of course we could look for nothing else than to see Laddie on the top round of the ladder. Sam Goddard's vase of Laddie taking the sweepstake was wonderful. The vase of 100 Laddie by William Sim was mighty fine, too.

I suppose that it wouldn't be hard for me to start someone to talking and to differ with me when I express an opinion on one vase, but I am going to say it, just the same. I don't think there was a finer vase of carnation shown in that hall than the 100 Rosalia shown by Mr. Goddard. They were way ahead of the average quality of Rosalia.

Of course, in novelties, Mr. Strout's Maine Sunshine was, as expected, the king pin. That is a great variety, and the more one sees of it the better he likes it. The Lark, a Dorner seedling shown by Goddard, looked very promising. I believe it will be introduced next year, and I hope so. It is not so deep in its penciling as Benora, but is a very pretty thing and from what I have seen of it and from what I hear from both Goddard and Dorner it is a very free flowering sort.

The class of reds was very well filled and it doesn't make much difference how you look at it, they ran pretty close in quality. Happy Day, Dorner's new red, Eureka, Belle Washburn and Herald were all fine, and there was very little choice among them as to quality. If you could consider only color you wouldn't get much further than Happy Day. What a bright, snappy color it has! It is well named.



W. D. HOWARD
President of the American Carnation Society

There were two or three good white carnations shown. I mean new varieties. They are Harvester, White Delight and Thomas C. Joy. They all looked good and while in a general way it takes an extra good one to beat Matchless, each of these new ones has qualities to warrant giving it a trial.

I hope Mr. Strout decides to let Dorner go onto the market this coming year. While I do not know anything about how it grows, if in that way it compares favorably with its color, size and finish it will be sure to make good.

It was decided to go to Hartford for the 1922 meeeting, and this was a happy way of arranging for next year, as the carnation men are going to support the national flower show in Cleveland in the latter part of March, 1922, and it would be an unfair burden to take the growers from the east to Cincinnati in January and then right back again only eight weeks later to Cleveland.

Naturally, the New England growers were out for an eastern president and their choice was W. D. Howard of Milford, with Mr. Osborn of Hartford as vice president. Mr. Howard will make a good president and will have strong support. His election adds one more to the honors which have come to Greater Boston the past year.

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Mr. James G. Colman, a prominent florist of Sioux Falls, S. D., is an optimist of the right calibre, for he is showing his optimism by adding five thousand feet of floor space to his large greenhouses on the banks of the Sioux. The addition consists of two new houses, requiring six thousand square feet of glass. Mr. Colman recently stated the seasons for his optimism as follows:

"My business for the past year has been nearly if not quite as good as any year of my experience. I was apprehensive of the holiday trade, but to the best of my judgment the business in all lines has been as good as in the past with the possible exceptions of jardiniers. Last year I sold about $500 worth of jardiniers, while this year there was but little call for this article and my total sales would not reach $25. But they are an article that is easily stored away, and they will be just as good another year. In the line of potted plants we sold many more than ever before. Cut flowers were also in as good demand as ever.

"Regarding the future, I expect and am planning for the largest year in 1921 that we have ever had. I think that everything points to a gradual return to conditions which existed before the war. I do not mean by that that we are going to return to the old scale of wages and the pre-war prices, and no one wants those conditions. What I mean is that we will gradually return to a normal condition without

much difficulty, and that it will be but a comparatively short time before the business of the entire country is slipping along as smoothly as ever."

---

At the meeting of the New England Nurserymen's Association, of Boston, Mr. John Farquhar, who was elected president, had something to say about wage conditions which greatly interested his hearers. According to Mr. Farquhar, plenty of labor is now available, with more coming into the market weekly. He expressed his conviction that by spring it would be possible to get all the labor needed at $3 a day, and in many instances for less. This, of course, is a greatly changed condition, and will make it possible for nurserymen and landscape architects to go ahead with work projected long ago but not carried out because of high prices.

The situation seems to be quite different from that prevailing abroad, for over there wages are from two and a half to three times higher than before the war, and there doesn't seem to be much prospect of any decrease for some time. The cost of living has increased enormously, and it is only by keeping up the high wages that workmen are able to live and business kept from collapsing. Mr. Farquhar pointed out that the situation has been greatly complicated by the Federal Horticultural Board's ruling, which has practically killed much of the business in horticultural centers of Europe.

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I find that one of the western florists is advertising Buddleia asiatica quite extensively as a cut flower for winter use. What surprises me is that so few growers or florists in general realize the value of this winter flowering Buddleia, which is not at all hard to grow, and is well received in any locality after buyers have become familiar with it. It is one of the best cut flowers for window decoration, being exceedingly graceful and combining well with other blooms. Probably it sells best under the name Winter Lilac, a name which has a popular appeal. All things considered, there are few flowers better adapted for bridal work, table decoration, baskets and corsages when the proper method of using the sprays is understood. It would seem as though florists might well feature this Buddleia to a greater extent so that it would become more common in all markets.

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The Rhode Island Horticultural Society has elected Prof. J. E. Hill, president, Ernest P. Thomas, secretary, and F. I. Chase, treasurer.

## NEW ENGLAND NURSERYMEN

### Many Important Matters Discussed at the Annual Convention in Boston

The members of the New England Nurserymen's Association assembled for their tenth annual convention at the American House in Boston were in very good spirits in spite of the fact that they had to admit encountering difficulties during the past season with some of their problems still unsolved. President Charles Adams, of Springfield, presided, and in his opening address said that the outlook for



J. K. L. M. FARQUHAR

1921 was, on the whole, encouraging. He also said that in many ways the year just closed had been a successful one.

A. C. Burrage, the newly elected president of the Massachusetts Horticultural Society, read an interesting paper upon the relationship between his organization and the nurserymen, urging the latter to take a more active interest in the society and to participate in its exhibitions.

Mr. John Farquhar, as chairman of the legislative committee, laid before the association the difficulties arising from the present policy of quarantine on the part of the Federal Horticultural Board and the work that is being done to bring about a modification of the drastic rulings. It was voted to contribute fifty dollars to the fund to be used in support of the allied horticultural interests campaign against the quarantine.

In the course of the convention, Mr. F. T. Borst, of South Framingham and Boston, presented a resolution which was adopted unanimously, protesting against the use of the Yosemite National Park for reservoir purposes, and urging that legislation be enacted at once excluding the operation of the Federal Water Power Act, from all National Parks and National Monuments. On motion of A. E. Robinson, of Lexington, it was voted to request the American Rose Society to establist a rose testing garden in the vicinity of Boston, something which would be of great value to rosarians of New England. The association unanimously passed a resolution for the establishment of a botanical garden of not less than 1000 acres near Washington, D. C., for the purpose of growing and classifying all varieties of trees and plants available to American horticulturists. The association voted also to instruct its members to write their respective senators and congressmen urging them to exert their influence in having Congress furnish a fund for the maintenance and development of such an institution.

Mr. C. R. Burr, of Manchester, Ct., a former president, made an interesting talk on the business outlook, which he called highly favorable for nurserymen. Mr. E. F. Coe, of the Elm City Nurseries, New Haven, presented the report of the publicity committee.

The need of nursery training in schools and colleges, as a factor in the promotion of the business, was outlined by Professor Frank A. Waugh, of the Massachusetts Agricultural College, who admitted, however, that practical experience is, in the last analysis, the best teacher. For this reason he suggested a system whereby students could be placed in nurseries and thus learn the relationship between the theoretical and the practical, while still in the apprenticeship class. European horticulturists, he said, have devised a similar plan with beneficial results, both to the students and to the horticulturists themselves. The general discussion which followed Professor Waugh's address brought out the fact that a man's success in nursery work depends not only upon a thorough knowledge of the subject, but upon a sincere liking for the business, coupled with perseverance.

The convention closed with an election of officers, the following named being selected: President, John K. L. M. Farquhar; vice president, E. F. Coe of New Haven; secretary, S. A. Robinson of Lexington; treasurer, V. A. Vanicek of Newport; executive committee, Stephen Hoyt, New Canaan, Conn.; D. Webster Dow of North Epping, N. H., and Homer N. Chase of Auburn, Me. Six names were added to the membership list.

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| 24x28 | 6.50 | 60.00 |
| 28x32 | 7.50 | 70.00 |
| 32x36 | 8.50 | 80.00 |
| 36x40 | 9.50 | 90.00 |
| 40x44 | 12.00 | 111.00 |

BRONZE and GREEN GALAX, $2.00 per 1000.

SPHAGNUM MOSS
$3.00 per bale

EASTER LILIES
$5.00 per 100

CHRYSANTHEMUMS and DAHLIAS
$4.00 per 100

## HENRY M. ROBINSON & CO., Inc., 2 Winthrop Square and 34 Otis Street, BOSTON

Wholesale Florists and Florists' Supplies. Manufacturers and Importers


# BANQUET IN BOSTON

## Gardeners' and Florists' Club Holds Very Successful Event

No more successful or enjoyable social affair has ever been held by the Gardeners' and Florists' Club of Boston than the annual banquet at Horticultural Hall last Thursday evening. The attendance was large, covers being laid for 350 and at every plate was an orchid boutiniere provided by Mr. A. C. Burrage, president of the Massachusetts Horticultural Society. The tables were elaborately decorated with cut flowers and potted plants of many kinds.

At the head of the table were seated the officers of the club and the invited guests, including Mr. Burrage, Thomas Roland, Marian Robey Case and George Simpson of Milton. Pres. William H. Judd introduced the speakers in well chosen words. Mr. Burrage made a plea for the preservation of the native wild flowers and made the offer of 100 acres of land to be taken over by either the Massachusetts Horticultural Society or the Club to be used as a wild flower preserve. Miss Case spoke of the work being done at Hillcrest and said that she could use four more boys the coming season. President Roland of the S. A. F. gave a brief but comprehensive review of the work accomplished by the society, and its aims. Robert Cameron replied wittily to the toast "The Ladies." Sec. W. N. Craig and Vice-President Harold Ryan each said a few well-chosen words. During the evening a character artist gave a highly amusing entertainment, making many good natured hits at well-known members of the club which caused no little laughter.

After the speech making was over the hall was cleared for dancing. The floor director was Donald B. Sutherland and the aids, John T. Slayter, John R. New, Harold Ryan, John L. Russell and George W. Hamer.



PRES. WM. H. JUDD

### GENERAL NEWS NOTES

Fred Reed has become associated with W. W. Snell, the greenhouse man in Herkimer, N. Y., and will have charge of the Little Falls end of the business. The firm will now be known as Snell & Reed.

The new nursery company at Taunton, Mass., is to be called Azaleana, Inc. The directors are President K. P. Smith, Treasurer Leonard W. Ross and A. P. Teele.

# Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS

Northern Greenhouse Grown Seed

| | |
|---|---|
| 1,000 Seeds | $ 4.00 |
| 5,000 Seeds | 19.00 |
| 10,000 Seeds | 36.00 |
| 25,000 Seeds | 85.00 |

Larger quantities quoted on application

ASPARAGUS SPRENGERI

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| 1,000 Seeds | $1.50 |
| 5,000 Seeds | 6.75 |
| 10,000 Seeds | 12.50 |
| 25,000 Seeds | 28.75 |

ASTER, QUEEN OF THE MARKET

| | Tr. Pkt. | Oz. |
|---|---|---|
| White | $0.25 | $1.00 |
| Rose Pink | .25 | 1.00 |
| Blush Pink | .25 | 1.00 |
| Dark Blue | .25 | 1.00 |
| Light Blue | .25 | 1.00 |
| Crimson | .25 | 1.00 |
| Mixed | .20 | .75 |

ASTER, EARLY ROYAL BRANCHING

| | | |
|---|---|---|
| Lavender | $0.40 | $2.25 |
| Purple | .40 | 2.25 |
| Rose Pink | .40 | 2.25 |
| Shell Pink | .40 | 2.25 |
| White | .40 | 2.25 |
| Mixed | .40 | 2.00 |

PETUNIA

| | Tr. Pkt. | Oz. |
|---|---|---|
| Grandiflora fringed | $0.50 | |
| California Giants | .50 | |
| Monstrosus (Michell's) | $1.00 | |
| Dwarf Inimitable | .50 | $1.50 |
| Rosy Morn | .50 | 2.00 |
| Double fringed mixed, Per 500 seeds $1.25; $2.00 per 1000 seeds. | | |

PHLOX DRUMMONDII

| | | |
|---|---|---|
| Dwarf Cecily | $0.50 | $1.75 |
| Fireball | .40 | 2.00 |
| Snowball | .40 | 2.00 |
| Choice Mixed | .40 | 2.00 |

SALVIA

| | | |
|---|---|---|
| America (new) | $0.50 | $4.00 |
| Bonfire | .40 | 2.50 |
| Splendens | .25 | 1.50 |
| Zurich | .50 | 4.00 |

VERBENAS

| | | |
|---|---|---|
| Mammoth Fancy Blue | $0.30 | $1.75 |
| Mammoth Fancy Pink | .30 | 1.75 |
| Mammoth Fancy Scarlet | .30 | 1.75 |
| Mammoth Fancy Striped | .30 | 1.75 |
| Mammoth Fancy White | .30 | 1.75 |
| Mammoth Fancy Mixed | .30 | 1.25 |

Also all other Seasonable Seeds, Bulbs and Supplies. WHOLESALE PRICE LIST FREE.

## MICHELL'S SEED HOUSE

518-516 Market Street PHILADELPHIA, PA.





FRANK A. WALKER

# DAHLIAS

Field Grown Roots

FOR

## SEEDSMEN, NURSERYMEN and FLORISTS

The popularity of this flower is steadily on the increase—witness the tremendous success, last September, of the New York Dahlia Show, when the roof-garden of the Hotel Pennsylvania was crowded for three consecutive days.

From my stock of over one thousand varieties I am able to select for you a complete and well balanced list of both commercial and new varieties. I shall be pleased to prepare such a list upon request.

## J. K. ALEXANDER, *The Dahlia King*

LARGEST DAHLIA GROWER IN THE WORLD

32 Central Street, East Bridgewater, Mass.


### GOOD FOR THE FLORIST

Muriel was telling Isabel of the shy young man that had for some months been "gone" on her, but whose suit had languished because he simply hadn't the courage to speak out. Finally, Muriel said, she decided that it was "up to her" to take decisive measures. Accordingly, the next time he called she pointed to the carnation in his buttonhole and said: "I'll give you a kiss for that carnation."

Whereupon the bashful suitor's color outdid the carnation in brilliancy, but the exchange was effected. Then the young man grabbed his hat and started to leave the room.

"Where are you going?" demanded Muriel, surprised.

"To the florist's for more carnations," he called out, as he went through the doorway.—Boston Herald.

### AMERICAN ROSE SOCIETY

#### Plans Being Laid for Several Important Events This Year

An interesting meeting of the Executive Committee of the American Rose Society was held at the City Club, Philadelphia, on January 28th, 1921, the members present being Messrs. Pyle, Pennock, Boyd, McFarland, Mills, Simpson and Pierson. In the absence of Mr. John C. Wister, the Secretary, Mr. Pennock acted as Secretary Pro Tem.

Mr. McFarland, Editor of the Rose Annual, stated the book would go to press about February 15th, with the idea of getting it out about March 10th.

Mr. Wallace R. Pierson, Chairman of the Committee on Commercial Cut Rose Interests, stated he would be glad to add to the number of his Committee, which is working towards getting a good showing of roses at the Massachusetts Horticultural Society Snow in Boston, April 6-10th, and it is hoped that all growers within reach of Boston will exhibit whatever they can in the way of roses, and assist not only the Massachusetts Horticultural Society, but The American Rose Society. It is planned at this show to have a public meeting, at which there will be speakers, and it is hoped moving pictures illustrating some of the up-to-date establishments of the country.

It was decided to co-operate with the Missouri Botanical Gardens in the establishment of a Rose Test Garden in St. Louis.

The contemplated trip of The American Rose Society to visit Portland, Oregon, in June, 1922, to dedicate the Roseway, which is now being built in that city, was brought up and a discussion of the itinerary was entered into. The prospect is that it will be one of the great events, not only in rose history, but in the horticultural world as well, and any one who is able to go should take this trip. Full details will be given the trade in due time, as to the cost and contemplated stops on the way out and return.

S. S. PENNOCK,
Secreatry Pro Tem.

### ROSE SHOW SCHEDULE

The American Rose Society has accepted the invitation extended to them by the Massachusetts Horticultural society to co-operate with them in their big Spring Show, which is to be held in Horticultural Hall April 6 to 10th, 1921. The following schedule has been prepared by the Massachu-



**IBOLIUM PRIVET**
**The New**
**HARDY HEDGE**
Resembles California.
Hardy as Ibota.
**Dormant summer cuttings**
$15.00 per 100.
All larger grades sold.

**BOX-BARBERRY**
**Summer frame cuttings**
$25.00 per 1000
for lining out.
10 samples post-paid for $.50.
**Surplus**
Am. Hemlock, Pin Oak, Gingko, Red Maple, Japan Iris.

**The Elm City Nursery Co.**
**Woodmont Nurseries, Inc.**
*New Haven - - Conn.*
Buy Box-Barberry and Ibolium Privet of the introducers.

setts Horticultural Society and this excellent schedule should bring out a very fine exhibit of roses, both in pot plants and cut flower exhibits.

### Plants

ROSES.—Rose Garden. Display of rose plants, any and all classes. Appropriate accessories permitted. Artistic arrangement and general effect to be considered in making awards, two prizes:

| | | |
|---|---|---|
| Society's Gold Medal and | $1000 | |
| Appleton Gold Medal and | 500 | |
| Display of rose plants, any or all classes, arranged for effect, not to exceed 250 sq. ft., two prizes | $200 | $100 |
| Arbor arrangement of climbing roses, two prizes | 100 | 50 |
| Arch arrangement of Climbing roses, two prizes | 75 | 40 |
| Twelve specimens Climbing roses, not less than six varieties, two prizes | 150 | 75 |
| Six specimens Climbing roses, not less than three varieties, two prizes | 75 | 40 |
| Three specimens Climbing roses, distinct varieties, two prizes | 40 | 20 |
| Bed of roses, not to exceed 50 sq. ft., two prizes | 75 | 40 |
| Display of Dwarf Polyantha roses, two prizes | 75 | 40 |
| Display of Hybrid Perpetual roses, two prizes | 50 | 25 |
| Hybrid Tea roses, arranged for effect in a bed, 50 sq. ft., two prizes | 50 | 25 |
| Collection of cut blooms to cover 300 sq. ft., to be staged on Friday of the exhibition, three prizes $500 | 300 | 200 |

### Fifty Blooms

| | | |
|---|---|---|
| American Beauty, two prizes | $ 35 | $20 |
| Mrs. Aaron Ward, two prizes | 20 | 10 |
| Mme. Butterfly, two prizes | 25 | 12 |
| Crusader, two prizes | 25 | 12 |
| Mrs. Charles Russell, two prizes | 25 | 12 |
| Francis Scott Key, two prizes | 25 | 12 |
| Double White Killarney, two prizes | 25 | 12 |
| Frank Dunlop, two prizes | 25 | 12 |
| Hadley, two prizes | 25 | 12 |
| Ophelia, two prizes | 25 | 12 |
| Pilgrim, two prizes | 25 | 12 |
| Rose Premier, two prizes | 25 | 12 |
| Any other White variety, two prizes | 25 | 12 |
| Any other Pink variety, two prizes | 25 | 12 |
| Any other Red variety, two prizes | 25 | 12 |

### Special Prizes

A Gold Medal is offered for the best new Rose not yet disseminated, whether of domestic or foreign origin; exhibits are to be judged by the official scale of the Society, and no gold medal is to be awarded to any Rose scoring less than 95 points.

A Silver Medal is offered at the same time, and under the same conditions, for a novelty scoring not less than 85 points.

A Certificate of Merit is to be awarded to all novelties scoring 80 points.

It is further ordered that the complete scores of all the entries in the competition be filed with the Secretary of the Society before the award of any medal is confirmed.

Max Schling Gold Medal, for the best 25 blooms of any undisseminated Pink Rose.

A. N. Pierson, Inc., Gold Medal,—for the best 25 blooms of any undisseminated Red Rose.

S. S. Pennock Gold Medal,—for the best 25 blooms of any undisseminated White or Yellow Rose.

All entries are to be made to the Secretary of the Masachusetts Horticultural Society, Wm. P. Rich, Horticultultural Hall, Boston.

This schedule will reappear at a later date in the trade press with class number added.

The American Rose Society, through its Committee on Commercial Cut-Flower Interests, appeal to you for your support. Special premiums will be welcome additions and may be sent direct to the Chairman of this committee, who will see that due recognition and publicity are given.

Arrangements for a meeting of the American Rose Society are being made by the Secretary.

The show is April 6th to 10th. The date for staging cut-flowers will be in the final schedule of the Massachu-

**PUSSY WILLOW**
From now till Decoration Day
Entire cut from 30,000 cultivated plants
50c and $1.00 per bunch, mixed lengths
In separate lengths from $2.00 to $10.00 per 100
Cash with Order
E. KENDIG Oswego, N. Y.

**Horticultural Books**
For Sale by
HORTICULTURE PUB. CO.

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|---|---|
| Encyclopedia of Practical Horticulture | $16.85 |
| Horticulture. Davis | 1.75 |
| Chrysanthemum Manual. Elmer D. Smith | .50 |
| The Chrysanthemum. Herrington | .75 |
| Commercial Carnation Culture. Dick | 1.50 |
| Commercial Rose Culture. Holmes | 1.50 |
| Violet Culture. Galloway | 1.50 |
| Greenhouse Construction. Taft | 1.50 |
| Sweet Peas up to Date. Kerr | 1.50 |
| Plant Propagation, Greenhouse and Nursery Practice. Kains | 2.25 |
| Plant Pruning. Kains | 2.50 |
| Book of Garden Plans. Hamblin | 2.00 |
| Landscape Design. Hubbard | 8.00 |
| The Art of Outdoor Rose Growing. Thomas | 6.00 |
| Productive Fruit Growing. Sears | 2.50 |
| Vegetable Gardening. R. L. Watts | 1.75 |
| The Nursery Manual. Bailey | 3.25 |
| Principles of Floriculture. E. A. White | 1.75 |
| Foundations of American Grape Culture. Munson | 2.00 |
| Plant Materials of Decorative Gardening. Trelease | 1.00 |
| Aristocrats of the Garden. Wilson | 5.00 |
| Bailey's Cyclopedia of Horticulture, 6 volumes | 48.00 |

**Ready Now**
**The Nursery Manual**
By L. H. Bailey
An indispensable book for every nurseryman. Complete direction for propagating every kind of nursery stock, with many illustrations. Copies sent from the office of HORTICULTURE upon receipt of price, $3.25.

**THREE GOOD BOOKS**
**HORTICULTURE**, by Prof. K. C. Davis. A remarkably complete work on gardening, small fruits, plant propagation, etc. Price $1.75.
**PRODUCTIVE SMALL FRUIT CULTURE**, by Prof. F. C. Sears. One of the best books of the kind yet put out. Price $2.50.
**PRODUCTIVE VEGETABLE GROWING**, by Prof. J. W. Lloyd. A book from which even the expert gardener can get much information. Price $2.50.
For Sale by
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# Burpee's Sweet Peas

There is always a ready demand for good Sweet Peas. Well grown flowers realize most remunerative prices, and it is doubtful if any other crop will bring the florist greater profits, considering the outlay for stock, and the ease with which the crop is handled.

To ensure flowers of highest quality and at a time before the market is glutted with ordinary stock, the seed should be sown during January or February in pots. Start them in a cool house or even a cold-frame, and so have first-class sturdy plants for setting out in the open field early in April. This method will give you flowers late in May, and much superior to those sown directly in the open.

When ordering ask for our leaflet on Sweet Pea culture.

The House of Burpee is recognized the world over as American headquarters for Sweet Peas. Burpee's Sweet Peas are grown and developed on Floradale Farms, our California seed ranch, and our strains are unsurpassed for high-grade quality and "trueness" to type and color.

Good Sweet Pea seed is scarce this season, due to short crops, and as our stocks of some varieties are limited, we suggest early ordering.

For full descriptions and classified list of all varieties, including many novelties now offered for the first time, write for Burpee's Annual, mailed free upon request.

**W. Atlee Burpee Co.**
**Seed Growers Philadelphia**


setts Horticultural Society, which its Secretary will supply upon application, and will also be announced later in the trade papers.

(Signed)

THE AMERICAN ROSE SOCIETY.

Committee on Commercial Cut Flower Interests.

Walace R. Pierson, Chairman.

| | |
|---|---|
| Thomas Roland | James Heacock |
| Jos. H. Hill | Robert Simpson |
| H. O. May | Max Schling |
| Wm. J. Keimel | S. S. Pennock |

Henry Penn

## WHEN ADVERTISING STOPS

The following article appeared recently in the Aberdeen (S. D.) News and its story is obvious:—

"Do you remember Pearline?

"Once it was the most popular washing powder in America.

"In 1907 Pearline stopped advertising.

"Its owners said that advertising was no longer necessary, that Pearline was a good product and everybody knew it.

"In 1914 the Proctor Gamble Company bought Pearline at their own figure to save it from bankruptcy. They renamed the formula and have sold millions of dollars' worth of it since by advertising.

"In seven years the public forgot Pearline, and it dwindled from millions to nothing.

"Pears Soap once tried the same experiment; noting the alarming slump in sales in six months they resumed their advertising and did not bust.

"If people did not die, if people did not move, if new generations did not grow up, if customs and habits did not change, if competition did not compete, if people were not open to suggestion and receptive to new ideas, there would be no need of advertising, and when a business was once built up, it would stay put. But until then advertising is the surest safeguard for the established product, the most certain hope for the new idea."

The application of the above is just as true to our National Publicity Campaign if we permit it to die out as will be the case if funds are not forthcoming. Undoubtedly those long-headed, loyal types of progressive florists who have seen the light of advertising will continue to give our campaign their moral and financial support. But there are too many who have not as yet absorbed the merit of the above incident and who, when it is too late, will gather around and say "What's become of our national campaign and our slogan 'Say it with flowers'?"

While it is true that "Say it with flowers" is seen everywhere the national campaign was responsible for it, and should be the central part of the plan whereby we make our foundations solid and dignify the florist industry to its proper pedestal. Without the national advertising we are losing the efforts of the past two or three years and any effort later on will have to suffer if we discontinue for too long a period.

We have one year more of voluntary subscriptions to help the campaign fund and those who have not subscribed in the past can feel that, by sending their portion now, they have at least made partial payment for the success it may have given them in the past three years, so that the fourth year will find many on the subscription list who had not given before but felt that the national campaign had benefited them enough so that we could carry on our campaign for the fourth year as originally outlined.

What say you?

HENRY PENN.
Chairman National Publicity Campaign.

## DAHLIAS FOR CUT FLOWERS

### Much Attention Now Being Given to the Production of Commercial Varieties

Dahlias are bound to have an important place in the cut flower market. Commercial growers are paying much attention to the kinds which will be of value to florists. Several good kinds have already been put out, like Frank A. Walker. This dahlia, which has been made popular by J. K. Alexander, of East Bridgewater, is a fine cut flower, and very early to blossom. It is one of the kinds to be recommended to all growers producing cut flowers for the trade.

The extent to which the development of the dahlia in a commercial way is being carried on may be judged from a recent talk with Walter Darnell, of East Moriches, a famous dahlia grower of Long Island. Among other things Mr. Darnell said:

"The main thing we are working for is the commercial dahlia. We want it to compete with the other cut flowers. To give it a good market standard for the cut flower trade we must have dahlias with good strong stems; they must stand up well in a vase. Good color is the next consideration. And here the dahlia excels. There is no color or combination of colors that is not possible the richest shades and most gorgeous tippings. Every color in the spectrum is represented in the range of colors found in the dahlia, with the exception of blue.

"The lasting quality is another consideration for the cut flower trade. Here the dahlia excels again. It is sturdy and unequalled for lasting after cut.

"As to price, the dahlia can be offered at a price that is not possible for other flowers. The bushes carry from 50 to 60 blooms at a time over a period from mid-summer until late autumn, thus making possible an incomparably low price for a flower of the beauty of the dahlia.

"We have at present 1,600 varieties. Each of these varieties represents a distinct improvement upon the parent stock from which they are developed. If the seedlings show no improvement over the parent stock they are thrown away.

"The process of perfecting a new variety of dahlia entails an endless amount of care and expense. The seeds are got by cross-pollenization. As the seeds are developed the seed pod is tied up to keep the bees from spoiling our work.

"The first year, the seeds thus obtained are planted in 'flats' in the glass houses in February. When they show four leaves they are transplanted into pots, each one in a separate little pot, making an array of from 30,000 to 40,000 little potted seedlings. Then when they begin to develop the stronger ones are reset in larger pots, the weaker ones are thrown out. After all danger of frost is passed the plants are set out in the open. Of those that are set out a very small percentage prove fit to keep. A sweeping discard is made and thousands are thrown away. Only those that promise a big advance over the parent plants are kept. The tubers of the selected ones are dug up and stored for the winter.

"The following spring the tubers are cut up and planted, and as the plants grow, further elimination is made. Some of them do not run true, some are throw-backs to the parent stock. Some show two or three colors to a bush.

"At the end of the third year we have usually got down to 12 or 13 plants out of the 30,000 or 40,000 seedlings we began with, and consider ourselves lucky at that. Of these there will be perhaps two or three plants that hold any possibility of bringing enough on the market to pay the expense of the work expended upon them. A good many growers come out at the end of the third or fourth year with no plants at all that are worth working up.

"But if the plants surviving the final elimination promise to repay the effort we have put upon them, the clumps are set down under glass and cuttings are made from them. The cuttings are made in sand; when they root are potted, then transferred to the garden, and in the autumn of that year we have a load of tubers to sell.

"Varieties come and pass like winter snow. In England, in 1840, there were listed from 1,200 to 1,400 varieties of dahlias. Most of these have gone into the discard. The new varieties are a great improvement over the older ones. The older ones were small, and the whole cry now is for size and color. The autumn colors are the most in demand now—the golden tints, the scarlets, the buffs and purples. The men usually want red flowers. They come in and say: 'Anything just so it's red.' The women usually like the cooler tints. There is one woman who buys all lavender and white flowers from us. But it is the autumn shades that everyone is working for—the yellows, coppers and buffs."





Wheelbarrow Leaf Racks for water truck ..... $7.00
Water Trucks, 2-inch tire . . 4.00
Barrels, extra . 6.50
Box Beds, extra . 5.25
Leaf Racks for water trucks ...10.00

Our 1921 Catalog of Farm-Garden, Poultry, Dairy Supplies and SEEDS, Free

**GRIFFITH & TURNER CO.**

205 N. Paca Street Baltimore, Md.

# Special Offer of Nursery Stock

Prices F. O. B. Boston. Packing at cost. Subject to being unsold on receipt of order.

| | | | |
|---|---|---|---|
| 750 | Amorpha canescens, 3-4 feet | 250 | Forsythia viridissima, 2-3 feet |
| 750 | Amorpha fruticosa, 2-3 feet | 300 | Lonicera Morrowii, 2-3 feet. |
| 700 | Aralia pentaphylla, 2½-3 feet | 1200 | Lonicera Morrowii, 3-4 feet |
| 250 | Cercidiphyllum japonicum, 1-5 ft. | 1000 | Lonicera Ruprechta, 2-2½ feet. |
| 1000 | Cornus alba, 3-4 feet | 1500 | Philadelphus coronarius, 3-3½ ft. |
| 1000 | Cornus sibirica, 3-4 feet | 250 | Philadelphus Falconeri, 3½-4 ft |
| 700 | Cornus stolonifera, 3-4 feet | 200 | Philadelphus Boule d'Argent, 2-2½ feet |
| 200 | Cornus stolonifera aurea, 1½-2 ft. | 400 | Philadelphus speetus, 3-3½ ft. |
| 2500 | Deutzia crenata fl. pl. Pride of Rochester, 2½-3 feet | 150 | Philadelphus Magdalene, 3½-4 ft. |
| 2000 | Deutzia crenata rosea, 2½-3 ft | 1000 | Pyrus arbutifolia, (Aronia.) 3-4 feet |
| 250 | Euonymus europaeus, 2½-3 ft | 700 | Sorbaria glabrata, 2½-3 feet |
| 1000 | Forsythia Fortunei, 3-3½ feet | 1000 | Spiraea callosa, 2½-3 feet |
| 1500 | Forsythia intermedia, 3½-4 ft | 100 | Spiraea Douglasii, 2-3 feet. |
| 700 | Forsythia intermedia aurea, 3½-4 feet. | 1000 | Spiraea opulifolia, 3-4 feet |
| | | 150 | Spiraea opulifolia aurea, 3-4 ft |

We also have Azaleas and Kalmias to offer. If interested, state your requirements.

COCOANUT FIBRE. Wholesale and Retail Prices on application

**R. & J. Farquhar Company**

6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

In his talk before the Gardeners' and Florists' Club of Boston recently, Mr. A. C. Burrage spoke of the disappearance of wild plants from different sections of New England. I think that this point is well illustrated by the beautiful Magnolia Glauca, which was formerly to be found in great abundance in certain sections along the coast of Massachusettts but now has become rare. The town of Magnolia, near Gloucester, was named because of the great numbers of Magnolias growing there and plenty of people can easily remember the remarkable display which attracted hundreds of visitors in years gone.

Apparently interest in rose growing is going to be keener than ever this year. This will be true undoubtedly in New England owing to the big rose show to be held in Horticultural Hall, Boston, in April. Through the medium of the Rose Society much valuable information is being obtained about roses suitable for growing in different parts of the country. Herbert A. Pennock, of Jupiter, Florida, has prepared a list of roses which he considers reliable and satisfactory varieties for Palm Beach and other places with similar soil and climatic conditions in the state of Florida. New settlers in that vicinity from the north are usually much in the dark as to what varieties to send down there. Here is Mr. Pennock's list:

Gruss and Teplitz, Meteor, Hoosier Beauty, Paul Neyron, Ophelia, Olivia, Pink Maman Cochet, Red Radiance, Pink Radiance, Duchess de Brabant and Etoile de Lyon.

Many of this season's catalogues differ but little from those of former years. Some, however, contain some striking features either on the covers or inside. Among the catalogues which are sure to catch the eye because of the front cover design none is more effective than that of A. N. Pierson, Cromwell, Ct. The front cover is given over almost wholly to a landscape scene in which Triomphe Orleanais rose is the most conspicuous object. This rose is planted so as to form a long ribbon up and down the page, and the coloring is remarkably good, the roses contrasting delightfully with the green grass and the conifers. In the Pierson catalogue there is also an excellent colored picture of the new rose F. J. Grootendorst used as a hedge. This picture was made at Cromwell, and illustrates a point which I have al-



Magnolia Glauca

ready mentioned in these notes, I think, that this new rose from Holland has possibilities fully equal to those of Rosa Rugosa. Grootendorst is really a remarkable rose, having much the same habit as the rugosa which is one of its parents, but blooming freely all summer, showing in this way the presence of much Baby Rambler blood. As Mr. Pierson points out, it is an exceedingly useful hedge plant, being dog proof and stronger than rugosa in growth, while it is hardy as the oaks on the New England hills. The small red flowers are very interesting, being fluted in such a way that they much resemble carnations.

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Many other novelties are contained in the different catalogues, although they seem to run to annuals more than to perennials. Several seedsmen are putting out the Blue Lace Flower this year, the annual which was first made famous by Max Schling, of New York, as a cut flower. I am glad to see that Maurice Fuld Inc. is numbering Hamamelis japonicum among the few shrubs which this company lists. This winter flowering witch hazel ought to be far better known. It is one of the best shrubs which can be used for planting in city yards, apparently thriving in localities where smoke and dust would cause the average shrub to lead a very precarious existence.

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As usual, R. & J. Farquhar Co. of Boston, have a greater number of novelties among the shrubs than any other nurseryman. This company gives greatest prominence to two new azaleas, A. Schlippenbachii, which in the last two or three years has been viewed with great interest in the Arnold Arboretum, and A. Louisa Hunnewell, a gorgeous hybrid of A. japonicum and A. sinensis, which was brought into being by T. D. Hatfield, superintendent of the Hunnewell estate at Wellesley. This is a remarkably fine azalea, and evidently stands forcing well, as some splendid specimens were exhibited in Horticultural Hall last spring.

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The matter of mulching roses with living plants which was mentioned in this department some weeks ago continues to awaken interest. I have been impressed with what Mr. E. H. Jenkins, an English grower of wide experience, says in regard to some of the plants commonly used across the water where this plan is more commonly followed. He says among other things: "Roses differ in growth according to their types and constitutions, hence suitable mulching subjects would have to be considered in conjunction with these, as also locality and soil. Generally, however, the dwarfest Tufted Pansies, e. g., J. B. Riding and others of like spread, Aubrietias, Campanula muralis, the C. garganica set, subulata Phloxes, Mossy Saxifrages, and Veronica repens would be useful, as much for their amiably-disposed natures as their carpeting growth and diversified foliage or flower. But because of root vigour and rapid and abundant top spread Veronica prostrata would need to be used cautiously, whether alone or in conjunction with aught else, seeing its almost rampant growth in good soil. It is doubtful, too, whether a plant of its vigor and freedom could be correctly regarded as a mulching subject. In the gardening sense a "mulch" may be for purposes of enriching the soil or retaining moisture, or both. Subjects like this Veronica, which are ever drawing sustenance from the soil and in summer roofing it over and excluding the rain-fall and dews, are scarcely mulchers in the true sense, though the part they play in excluding great heat and thereby in certain instances reducing soil contraction the result of the rapid evaporation of moisture to a minimum, might render them a fairly good and useful equivalent.

"These, however, are matters for experiment, since hardly any two localities or soils would give the same results. Seeing that Roses in well prepared beds may be regarded as safe for several years, and each bed of one variety, useful carpeters should not be difficult to find. With the Roses sensibly spaced, Tufted Pansies, the best Mossy Saxifrages, and the dwarfer-growing hardy Heaths alone might be made much of. They each possess attributes qualifying them for such associations—accommodating, hardy perennials, and consistent and free bloomers. Below a white or cream-coloured Rose a carpet of Viola cornuta atropurpurea is something to remember, and it will not only stand the shears, but go on for years. Similarly the rich pea-green, before flowering, of Erica (Calluna) vulgaris Serlei as an undergrowth to a bed of pink Roses is a thing not easily forgotten."

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The J. C. Rennison Co., florists of Sioux City, Ia., have completed a new, up-to-date plant with 100,000 square feet of glass. This long established company was started by J. C. Rennison forty years ago, and cuts 1,500 carnations and 1,000 roses a day.


**Cyclamen Seedlings**

3 to 5 leaves, ready January 1st

| German Strain | 100 | 1000 |
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| Best Red. Very fine | $7.50 | $65.00 |
| Glory of Wandsbek | 7.50 | 65.00 |
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| Rose-Pink | 7.50 | 65.00 |
| Wonder of Wandsbek | 7.50 | 65.00 |
| Bright Pink | 7.50 | 65.00 |
| White with Eye | 7.50 | 65.00 |
| Bright Red | 7.50 | 65.00 |
| Rose Pink | 7.50 | 65.00 |
| Pure White | 7.50 | 65.00 |
| Seedlings, extra select | 9.00 | 85.00 |

Purchaser's selection of varieties, $5.00 per 1000 extra. Quotations on pot plants on application.

**C. U. LIGGIT**

Wholesale Plantsman

Bulletin Bldg. PHILADELPHIA

**Lily Bulbs**

NEW CROP—WRITE FOR PRICES

GIGANTEUM from Chicago, Denver, Toronto and New York. HARDY VARIETIES and FORMOSUM from New York.

**FOR IMMEDIATE SHIPMENT**

T. R. BEGONIA BULBS, BAMBOO STAKES green and natural. RAFFIA natural and colored. VALLEY PIPS Dutch and German Type. Rosa Multiflora JAPONICA Seeds and Stocks.

**FOR FALL SHIPMENT, 1921**

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

**McHutchison & Co.** 95 Chambers St. NEW YORK

**HAIL STORMS**

In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection. Address

**JOHN G. ESLER, Sec.**
**Saddle River, New Jersey**

**SCHOOL OF HORTICULTURE FOR WOMEN, Inc.**

(18 miles from Philadelphia)
AMBLER, PA.

Offers Two-Year Diploma Course fitting women for self-support or oversight of own property, beginning January 17, 1921. Practical work in greenhouses, gardens, orchards, poultry plant, apiary, jam kitchen. Lectures by competent instructors.

ELIZABETH LEIGHTON LEE
Director

Catalogue

# ADVERTISING AND SELLING

It often is difficult to mold a salesman into the kind of man you would like to have represent you in dealing with your customers, but often it pays to have little talks with the staff for the purpose of showing them how they can help your business, and in that way increase their own opportunities and salary. Perhaps it would be of value to relate to them the following experience, which is given in the American Magazine under the title of "Blunders of Salesmen." To be sure, the men described were not in the florist business, but the psychology of salesmanship is the same, whatever the article handled, and it is a poor tradesman who cannot apply the mistakes of men in other lines to his own circumstances. Here is the story.

"Only the other day I was in an automobile sales place when Mr. B———, a big down-town lawyer, entered. You know, of course, that he has been lame for years, ever since he had his leg crushed while on a hunting trip in the Rockies.

"The salesman who was waiting on him seemed to be getting along swimmingly until the lawyer made some remark about a rival brand of car that he had been looking at the day before.

"'That car won't interest you,' the salesman hastened to protest. 'No speed, no speed! Stack her up beside this one for a good road race, and she'll just limp along.'

"I could have gone over and kicked that salesman, who was very much surprised when his potential customer left, a minute or two later. By his use of the word 'limp' he had called attention, quite unconsciously, of course, to the attorney's physical impediment."

"Did you buy a car yourself?" I asked.

"No," replied the sales manager; "and there's another funny thing: The man who was waiting on me knew his machine from A to Z and had a mighty convincing line of talk. But his finger nails weren't clean. Now, it just happens that I have an abhorrence of dirty nails. So have many other people. The fact that this salesman's personal appearance offended me in this particular turned the balance against a sale. So I walked out.

"Maybe I was finicky. All right. But the point is that I didn't buy the car, although I know it was quite as good as the salesman said it was."

---

The J. J. Beil Co. is to open a new seed store on Fair Street at Kingston, N. Y.


# ARE YOU? YOU MUST BE

Reading our bulletins which are moving frequently throughout the season. Never have we had such a strong demand for all kinds of stock as we had in the two dull months of November and December.

MR. SPRING BUYER right now place your order and keep in touch with us on the following:

APPLES—A good list of varieties. Many of the scarce sorts.

PEARS—General assortment strong on Bartlett.

PLUMS—"Jap" budded on peach, right prices.

PEACHES—Surplus of Carman, Champion, Early Elberta, Elberta.

H. P. ROSES and CLIMBERS in strong grades No. 1, No. 1½ and No. 2.

ORNAMENTAL SHRUBS—General assortment.

AMPELOPSIS VEITCHII—2 year No. 1 and 1 year No. 1 planting stock.

ASPARAGUS ROOTS.

BARBERRY THUNBERGII SEEDLINGS—Largest stock in the world.

BARBERRY THUNBERGII—3 year 2-3 ft., 18-24 in., 18 in., 12-18 in.

CALIFORNIA PRIVET—2 year well branched, 3-4 ft and 2-3 ft.

Imported Fruit and Rose Stock, quoted f. o. b. Manchester.

FRENCH APPLES—No. 1 grade, 7-12.

FRENCH MANETTI—5-9

ENGLISH MANETTI—5-9

Write for Bulletin, giving quantities and prices.

**C. R. BURR & COMPANY, Manchester, Conn.**


## SELLING STUNTS

Apparently the Wilson Seed Store at Columbus, Ohio, has a very live wire in H. K. Wilson, in active charge of the store. Mr. Wilson not only handles flowers but also fruit, seeds and nursery stock. In addition he sells gold fish and canary birds, and boards canaries while their owners are absent from town. Now he is to put in fancy fruit in conjunction with the cut flower department, believing that a combination of fruit and flowers will make an especially acceptable gift, particularly for hospitals. He points out that many striking combinations of color and beauty can be obtained by a combination of fruit and flowers in baskets.

Mr. Wilson is somewhat of a diplomat, as was evidenced by his handling of a kick on a Christmas delivery. The driver on one of the automobiles, at the rush period of Christmas, thoughtlessly left a window in the truck open and a few Xmas shipments were frozen. After carefully explaining to the disgruntled customer how the accident occurred, Mr. Wilson suggested that he would replace this by a New Year's delivery to equal or better the original order. It is needless to say that the customer was pleased and that the replacement of this order was not a dead loss.

Christmas business was so good in the cut flower department that Mr. Wilson and quite a few of his assistants worked through a straight forty-two hour stretch. As Mr. Wilson said, with the combination of lines that he handles, there was not an idle day in 1920 and he is working toward even a better year in 1921.

## ARTIFICIAL FLOWERS

### Charles Robinson Contends that They Help the Florist

"I find considerable discussion in the trade press just now about artificial flowers," said Mr. Charles Robinson, of the Henry M. Robinson Co., Boston, the other day. "Now, we are florists, handling an enormous amount of flowers, as well as ferns and other greens. At the same time we manufacture and sell a vast quantity of artificial flowers, which we have perfected to a remarkable degree. Now, as far as I am concerned, I cannot see that there is any serious conflict between the two branches."

Mr. Robinson then picked up a bunch of roses, carnations and sweet peas made at the Robinson factory. "These things," said he, "are certainly beautiful in their way, and I have no doubt that they bring cheer and com-

fort to many people who are not in a position to afford fresh flowers. There are times when fresh flowers are out of the reach of poor people, as every body knows. Then they have recourse to the artificial flowers and are made happy.

"There is another point, and an important one, I think," Mr. Robinson then continued. "We find that the sale of artificial flowers really stimulates the sale of our fresh flowers. People who have bought the imitation soon want the real. Artificial flowers in the home create a desire which has not been felt before. The result is that a new customer for fresh flowers is made.

"I honestly believe that many new buyers of fresh flowers are created by the use of artificial material, so that instead of condemning artificial flowers, florists, I think, should really approve their use under proper conditions. I believe that in the long run florists who sell only fresh flowers will make more money because of the boom which has been given to artificial material since the latter has been improved to its present degree. This, of course, is only my personal opinion, but that is how I feel about the matter, and I find that other thoughtful men in the business agree with me."

## FLOWER SOCIETIES

It has been suggested by Mr. John C. Wister, the president of the American Iris Society and the secretary of the American Rose Society, that the different Flower Societies, such as the Sweet Pea, Gladiolus, Dahlia, and others, have a representative member from the Woman's National Farm and Garden Association, so that their work may be mutually strengthened and encouraged.

The interest which Mrs George W. Crocker has taken in her beautiful rose garden in Marion, and her position as president of the New England Branch of the Woman's National Farm and Garden Association, make her a fitting representative for that association in the Rose Society. While at Hillcrest Gardens there is such an excellent opportunity by the brook in its wild garden to naturalize the iris that Miss M. R. Case is interested to do what she can to increase the cultivation of this beautiful flower.

If the other Flower Societies would be interested to avail themselves of Mr. Wister's suggestion that a member of the Woman's National Farm and Garden Association join their societies will they kindly send notice to Miss M. R. Case, Hillcrest Gardens, Weston, Mass.

**Lily of the Valley** (New Crop)
LONDON MARKET STRAIN
1000 Pips, $33.00 Case 2500 Pips, $80.00
Book now with us for your weekly or monthly shipments from ice storage
Prices on application.
GLADIOLUS FOR FORCING
and Hardy Colored Lilies Ready
CHICAGO VAUGHAN'S SEED STORE NEW YORK

IF IN NEED OF
RELIABLE NURSERY STOCK
that is well grown, well dug and well packed
Send to the BAY STATE NURSERIES
Wholesale and Retail North Abington, Mass.

We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

"SEEDS WITH A LINEAGE" ALL VARIETIES
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue.
CARTERS TESTED SEEDS, INC.
166 Chamber of Commerce Bldg., Boston, Mass.

SEEDS AND BULBS
Boddington's
128 Chambers St., N. Y. City

Garden Seed
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. Woodruff & Sons
82 Dey St., NEW YORK
and ORANGE, CONN.

The Successful Florist is the Liberal Advertiser

# —HORTICULTURE—

Established by William J. Stewart in 1904

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EDWARD I. FARRINGTON, Editor

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**Five Presidents** Honors continue to come to Boston. If the ball keeps rolling this way this section can soon organize a society of presidents. The list as it now stands is as follows:

Thomas Roland, president of the Society of American Florists.

W. D. Howard, president of the American Carnation Society.

W. N. Craig, president of the National Gardeners' Association.

John Farquhar, president of the New England Nurserymen's Association.

Samuel Goddard, president of the New England Growers' Association.

Here is a coincidence such as probably will not come again in Boston or any other city for a hundred years. Is the trade to miss the opportunity? Why not a joint reception and banquet—a monster combination of affairs? It would be one of the biggest events in the horticultural history of New England. The rose show in April offers a fitting date. Is it a go?

**New Carnations** One of the interesting points made by Charles N. Johnson, the retiring president of the American Carnation Society, at Washington, in his annual address was the desirability of originating carnations of better quality than any on the market at the present time. He gave due credit to the carnation men of the country who have produced new and better varieties in the past, but emphasized the fact that the American Carnation Society, in order to accomplish the purpose intended by the early workers, must not rest on the record of the past, but push on towards greater achievements. This means that the younger men in the business must be as ambitious as were their fathers.

"The carnations of the day are good," said President Johnson, "but are they good enough? Are the members satisfied with their productiveness and with the prices obtained for the blooms?"

The latter question is one which is not readily answered. Prices differ greatly at different seasons, in different parts of the country and for different varieties. During the Christmas season Laddie sometimes brought almost as much as a good rose, but whether Laddie and the other carnations of the day are as productive as they might be is quite another question.

Mr. Johnson seemed to believe, and probably he is right, that this is an opportune time for the introduction of varieties possessing the qualities of good clear color and greater productiveness. Although he did not mention the matter, it seems to us that fragrance should not be omitted. Some florists seem to think that perfume doesn't make much difference in a sale, but it is our experience that the public as a rule prefers a carnation which possesses abundant fragrance, provided it is of good color and a good keeper.

**Peony Discards** President Wister, of the American Peony, Society, has started a campaign for discarding a large proportion of the peony varieties now on the market. Probably there will be a good many dissenting opinions when the list of varieties which he believes should be done away with is published, but on the whole it is pretty likely that President Wister's plan will meet general approval. It is conceded to be a fact that the number of peony varieties is very much larger than it ought to be, and that a proper classification cannot readily be made, or difficulties in nomenclature removed, until an action of this kind is taken.

**Gladiolus Outlook** Much interest has been aroused by the announcement in the last number of Horticulture that a large proportion of the flowers to be exhibited at the National Gladiolus Show next August at St. Thomas, Ontario, will be grown on the grounds surrounding the exhibition hall. It was a distinct departure to go out of the country for this show, and a real innovation to plant trial gardens with the best varieties contributed by growers from all over the continent.

Apparently the gladiolus people are going to be very active the coming year. Not only are plans being laid for an unusually big show at St. Thomas, but the smaller shows are not being overlooked. The one at Boston bids fair to surpass any previous exhibit and the local societies throughout the country are showing a keen interest in their favorite flower.

**The Alphabet of Results**

B Stands for—
BETTER BUSINESS; At present it
BEHOOVES every man to face conditions squarely and
BUCKLE down in persistent effort to
BRING the little wanderer
BACK into the fold. It is
BETTER to do a little coaxing
BY the use of consistent advertising than to sit
BACK in an easy chair and
BE content with orders that drift in. The
BENEFITS of advertising are three-fold. Advertising
BRINGS immediate orders, sells surplus stocks and
BUILDS future prestige as well.
BETTER BUSINESS and larger sales are
BECKONING to you. Take them
BY the hands and make them your
BOSOM friends, for 1921 will reward fighters.

—With apologies to the Seed World.



Judge Marean
Less than ½ Natural Size


# *Eclipsed!*

THOUGH awarded Gold Medals wherever exhibited (in non-competitive way) Marean Dahlias do not need this visible sign of man's recognition of merit. Supreme creations of a sublime flower, they will be a monument to a man's love for the Dahlia, when scores of now popular standards will be but a memory.

Marean Dahlias are sold by the House of Scheepers exclusively at prices that reflect the efforts it took to create them. A beautifully printed book, showing some of the flowers in natural colors and size, is available for true Dahlia hobbyists desiring the best regardless of cost.

May we hope to count you among those who, this coming year, will share the delights of exclusive Dahlia connoisseurs everywhere?

***John Scheepers, Inc.***

***522 Fifth Avenue*** ***New York City***


## S. A. F. & O. H. Department

### PLANS FOR THE FLOWER SHOW

With less than five weeks intervening between the present and the opening date of the Show, arrangements as regards both competitive and trade exhibits are wonderfully complete in all the main details. The big private estates are this year taking more than ordinary interest in the exhibition, and the group displays promise to be finer than at any previous Show.

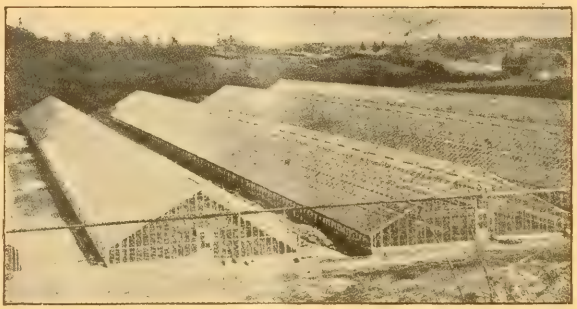
One or two novelty classes are featured this year. There is a class for "A bird bath, with a planting arrangement at base not to exceed 3 ft. in diameter." This class, which is open to all, does not appear in the official final schedule, but is an extra, the prize for which is offered by the Garden Club of America.

Another extra class is to be known as the "Window Box Class." This also is an open class, and should particularly attract florists. The public generally should be interested in window boxes, especially that portion of it having house fronts but no gardens. It has been arranged that the window boxes staged in this class be given the utmost prominence; in fact, it is practically decided to place them upon the ledges about the stairways of the principal entrance, thus insuring that all visitors shall see them.

A third extra feature is one, which, for want of a better name just now, may be called the "Back Yard Garden," although "Forecourt Garden" might be just as appropriate. This display will be of the "before and after" character, showing conditions with and without a garden. Specially painted backgrounds will be relied on for effect in this case, one of them supplemented with a real garden planting.

Florists having novelties in the way of Roses, Carnations, Sweet Peas, or any other flowers are urged to make stagings in the classes provided. Many hundreds of florists from all sections of the country make a point

## Stearns Cypress Greenhouses



PECKY CYPRESS FOR BENCHES, CYPRESS TANKS
CYPRESS HOTBED SASH, GLAZED AND UNGLAZED
AGENTS FOR EVANS' VENTILATING MACHINES

Best Stock Prompt Deliveries Right Prices

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**THE A. T. STEARNS LUMBER CO.**

NEPONSET-BOSTON, MASS.

THIS SEASON'S NEW ROSES
PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.
We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

**WELCH BROS. CO., 262 Devonshire St., Boston**

Tel. Main 6267-5948

# MAINE SUNSHINE
# WHITE DELIGHT

Strout's Splendid New Carnations

They have carried the trade by storm

| MAINE SUNSHINE | | WHITE DELIGHT | |
|---|---|---|---|
| Rooted cuttings | $15 per 100 | Rooted cuttings | $12 per 100 |
| " " | $120 per 1000 | " " | $100 per 1000 |

**STROUT'S, Inc.** Biddeford, Maine


of visiting this Show and will be interested in such stagings.

The classes for decorated tables are confined to private and amateur growers. This year there is to be a competition on each day of the Show excepting the last.

The Tea Garden will again be a leading feature, and in it various social functions have been planned to take place. This year the garden will be located at the western end of the main floor.

With the Tea Garden location thus changed, a lot of very desirable space becomes available for trade exhibits on the second floor Lexington avenue front. At previous shows many would-be exhibitors have expressed desires for locations in this section of the building, which is easily approached and in many respects fully as desirable as some of the locations on the main floor.

The trade section of the Show will be quite as extensive as that of any previous show, if not more so. Most of the "regulars" are in the list of exhibitors, and there are several newcomers.

JOHN YOUNG, Sec.

### WESTCHESTER AND FAIRFIELD SOCIETY

The Westchester and Fairfield, N. Y., Society got together last month and celebrated the tenth year of its foundation by attending a banquet at the Lawrence's Inn, in Mamaroneck. It was to be a great secret, but, like all secrets, it leaked out and gardeners from all over the country and New Jersey came in great flocks to attend the ceremony. It was a great feast as far as anatomy and oratory are concerned. The good eaters had a chance for a good fill, and the good talkers, the pleasure to be heard from.

J. H. Troy was toastmaster, nuf' said. A. Herrington of Winn's farm made a great plea for the coming New York flower show, which plea was made still stronger by our friend, Joseph Manda. Mr. Smith explained the workings of the farm bureau. Mr. M. C. Ebel spoke of the doings of the National Association, announcing the next Convention to be held in New York City this fall. Mr. C. Baxter compared the gardeners to angels, and Mr. Mitchel was at his best in his well rendered songs.

It was a real old-fashioned gathering that will ever be remembered by all. Credit is due to our young friend Sealey for making all arrangements, and to our friends, Stuart and Williamson, for the decorations.

OSCAR E. ADDOR, Sec.

**BOBBINK & ATKINS**
NURSERYMEN,
FLORISTS, PLANTERS
Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

**Nephrolepsis Norwood**
BEST CRESTED FERN
4 inch pots, extra heavy, $35.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

**E. W. FENCAR**
*Chrysanthemums*
147-187 LINDEN AVE.,
IRVINGTON, N. J.

**Burpee's Seeds Grow**
Wholesale Price List for Florists and Market Gardeners
**W. Atlee Burpee Co.**
Seed Growers Philadelphia

SPECIALTY
EASTER POTTED PLANTS
TO THE TRADE ONLY
A. L. MILLER
JAMAICA NEW YORK

**HIGH GRADE PLANTS**
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

**CUT FLOWER BOXES**
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

## George Watson's Corner

"You in your small corner and me in mine."

Frank M. Ross and his party arrived home recently from their trip to the West Indies. Among other interesting points on their itinerary was Porto Rico—1000 miles from Key West—where they had the pleasure of a visit with our old friend Robert Craig who is now located there in a business way as well as to enjoy summer during winter. Mr. Ross looks well and hearty, and enjoyed the trip very much.

We hear that the noted wholesale florist, Samuel S. Pennock, head of the S. S. Pennock Company, is contemplating a six months' trip to Europe this summer. We understand his object is to be largely of a sympathetic nature in behalf of the suffering population of the various countries he will visit. With the backing of The Friends' Relief Service and the friendly spirit of Philadelphia—in many guises—the spirit of Brotherly Love will find some keen common sense expression, which is greatly needed in these trying times.

The reason given by the retired rose grower, John Burton for not coming to town very often to see his friends, is because there are so many hold-ups on Market street. He thinks he needs a bodyguard to get him safely down to Dooners at 10th and Chestnut—a distance of three blocks. We will have to speak to his good friend the Mayor the Hon. J. Hampton Moore—that is if he has got back yet from Palm Beach.

John C. Gracey has sold his building on the old Plender place to the Public Ledger Co.

This one is respectfully referred to my good friend P. Welch of Boston:

Questions Anatomical

Where can a man buy a cap for his knee?
Or, a key for a lock of his hair?
Or, can his eyes be an Academy—
Because there are pupils there?
In the crown of his head, what gems are found there?
Who travels the bridge of his nose?
Does the calf of his leg become hungry at times
And devour the corns on his toes?
Can the crook of his elbow be sent to jail?

**STUMPP & WALTER CO.**
SEEDS AND BULBS
30-32 Barclay Street
New York City

**W. E. Marshall & Co.**
SEEDS, PLANTS AND BULBS
Horticultural Sundries
166 W. 23rd St., New York

BRECK'S HIGH GRADE FLOWER SEEDS AND BULBS
We Carry a Complete Line for the Florist
LILIUM GIGANTICUM ALBUM
MAGNIFICUM RUBRUM
MELPOMENE AURATUM
In All Sizes Held in Storage
(Send for Florists' Price List)
**JOSEPH BRECK & SONS, CORP.**
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EVERYTHING IN CUTTINGS AND SMALL POT PLANTS
MAGIC HOSE
SEEDS AND BULBS, NICO FUME
**ROMAN J. IRWIN**
IMPORTER
43 West 18th Street NEW YORK

**Nursery Stock**
FOR THE FLORISTS' TRADE
Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials
Write for our Wholesale Trade List
**W. & T. SMITH CO.**
GENEVA, N. Y.
70 Years 1000 Acres

Where's the shade from the palm of his hand?
How does he sharpen his shoulder blades?

I'll be hanged if I understand.

Mr. Welch has always been noted as a keen anatomist of any argument—even old Larry Cotter had to take his hat off to him—so I would like to have a succinct reply to each query—worthy of Boston Common at 2 a. m.

## OBJECTS OF THE S. A. F.

### Pres. Roland's Interesting Address Before the Gardeners' and Florists' Club

It is doubtful if many members of the S. A. F., except perhaps the Old Guard, are familiar with the unusual history and the high aims of the S. A. F. For that reason the address made by Pres. Thomas Roland at the banquet of the Gardeners' and Florists' Club of Boston Thursday night was heard with special interest. In part Mr. Roland said:

"The Society of American Florists and Ornamental Horticulturists is not an old organization compared to some others in our country. It was founded less than forty years ago and granted a special charter by Congress which was approved by President McKinley in 1901. If I am correctly informed, it is the only horticultural society having a federal charter from our National government. It was not, as too commonly supposed, intended as a purely trade organization. It was founded for the development and advancement of floriculture and horticulture in all its branches; to co-operate with National and State governments and organizations in disseminating horticultural knowledge. This shows that the society was conceived upon a broad and liberal foundation.

"The society has for many years been active in creating and stimulating an interest in school gardens and much good has resulted, I am sure. Some day the society hopes to have funds to put into effect a broad liberal scheme of education to assist young men of promise, who want to follow our profession. But, as you all well know, an undertaking of this sort involves large funds which take many years to acquire.

"The society's permanent fund now amounts to $50,000 and I believe the near future will see it climb upward to $100,000—for I am sure that, as the ideals and aims of the society are more fully understood, all lovers of horticulture will be ready to assist it in some way to achieve its aims.

"The society's membership is, I believe, close to 4000, over 1500 being life members. This does not include the members of affiliated societies, which run into many thousands more. The American Rose Society, one of the affiliated societies, has, I believe, about 3000 members. In all there are thirteen State and National Societies affiliated with the Society of American Florists and all of these bodies are represented upon the Board of Directors of the Parent Society—usually by the president, who has the power to raise and discuss and vote on all matters dealt with by the Board of Directors. One can readily see the great advantages, in many ways, through such co-operated effort in acting upon questions of local and national importance.

"As most of you already know, plans are well under way for another great National Flower Show, to be held in Cleveland in 1922 from March 25th to April 1st. I think everyone will agree, all things considered, that the great exhibitions given by the society have never been surpassed. The society has but one motive in them—to create and extend a love and interest in plants and flowers among all the people. To plan and execute all arrangements for one of these great shows means a great deal of work—practically all of which is a 'labor of love' on the part of those on whose shoulders the bulk of it falls. The estimated expense for the Cleveland exhibition is $50,000. In order to cover any loss, a guarantee fund of $20,000 is now being raised, thus safeguarding the society's permanent fund against loss.

"I hope the time is not far distant when the Society of American Florists will have the benefit and advantage that would come to it from the service of your own esteemed president as one of its affiliated directors, and I am sure the gain would not be all upon one side; because the club's representative, in rubbing shoulders, and exchanging ideas, with men from every part of our country, would surely bring back to you things worth while—and things important to this club."

## NEWS NOTES

Miss Marion Roby Case, of Hillcrest Farm, Weston, Mass., a prominent member of the Massachusetts Horticultural Society and a frequent contributor to Horticulture, has just gone to California for a six weeks' trip.

Simon Mickels, a Boston florist, was recently married to Miss Aida R. Bloomberg. They will make their home in Brookline.

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The Largest Popular Price House in Philadelphia
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Harold A. Ryan, Inc. Member F. T. D.

MALDEN, MASS.

J. WALSH & SON Members F. T. D.

## Flowers Under Glass

If you use houses of the three-quarter type,—and all florists cannot have modern houses,—be sure that the backs are good. Oftentimes you can keep your houses very much warmer by applying a layer of heavy roofing paper. Have plenty of laps at the joints, and get the paper as smooth as possible so that it will not rub off when a wind storm comes. If there are any open spaces in the back it will be a good plan to cover it first with roofing paper, then with several thicknesses of newspapers and roofing paper again on the outside.

Leaks from steam are oftentimes costly and annoying. If you have to fill the boilers often you can be sure that there is a leak somewhere. Make sure that the valves are all well packed, and repair all breaks in the pipes as soon as you find them. A surprisingly large amount of steam will escape through one poorly packed valve, and when there are many such valves the loss is sure to be considerable. Use asbestos rope if you want to be sure that they will stay packed as they should. Some growers make a point of packing their flange unions with tar paper, which makes a very good substitute for rubber. In some cases the paper seems to work better than rubber, and, of course, is cheaper. Paper gets soft, though, and the tar may ooze out. Moreover, if the union is not kept tightened the paper may blow out. Two thicknesses of one-ply paper, or one thickness of 2- or 3-ply work well. Tighten the flanges after the steam has been turned on, and continue to do so for several days. After that they will give you no more trouble.

The time to do your syringing at this season of the year is early in the morning on nice clear days, and the plants will have plenty of time to dry out. Ventilate as usual, for it is a mistake to try to keep the house warm by shutting down the ventilators all the morning. After each syringing and after watering use plenty of air-slaked lime beneath the plants, as it will help to dry out the air and prevent black spot.

When Writing to Advertisers Please mention HORTICULTURE

WORCESTER, MASS.

Randall's Flower Shop

HARRY I. RANDALL, Proprietor

Member Florists' Telegraph Delivery

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Quality and Reliability

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Deliveries of Flowers and Plants in FALL RIVER and contiguous territory.

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Schling Service Nothing Better
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THE SMITH & FETTERS CO.
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CLEVELAND, OHIO
Flowers of Every Kind In Season

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ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.
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Flowers and Nursery Products
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We are well equipped to handle your orders.
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CLEVELAND
A. GRAHAM & SON
5523 Euclid Ave.
Will take good care of your orders
Members of F. T. D. Association

The J. M. Gasser Company
Cleveland
Euclid Avenue

## GREENHOUSE OUTLOOK

### Mr. Curtis of the Foley Company Sees Good Business Ahead

"What is the outlook for greenhouse building?"

This question was put to Mr. C. Curtis, of the Foley Greenhouse Company, Chicago, and doubtless Mr. Curtis' answer sums up the general opinion of greenhouse men throughout the country. He said:

"Due to War conditions in the last four years, the shortage of greenhouse space has had its effect on retail florists and growers, causing the demand for flowers to greatly exceed the supply in 1920. From all reports the year was a profitable one, ending with a large rush of business, due, no doubt, to several causes.

"The buying public at Christmas time and New Years turned to flowers, as they make a fine display for the money. The normal growth in the demand for flowers in the last four years has had its effect, and the laying of quarantine No. 37 has created a severe shortage in some lines.

"Another factor which it might be well to mention is the National Advertising Campaign, carried on by the Retail Florists. I believe it has had a great effect in educating the public to the value of flowers for beautifying their homes, as well as an ornament of daily wear.

"The only answer seems to be more greenhouses. We have had a good volume of inquiries and look for a substantial year in building operations as we approach warm weather, advising our friends to prepare plans for additions to their ranges at an early date to get their share of the business, which we feel is here to stay.

"Along with other lines of business we have had a readjustment in prices to a certain extent, and are prepared to give real values in quality as usual, but no buyer should expect all lines to reach pre-war level, and we believe if the grower will carefully analyze the market and get his plans in shape to build at an early date, if he contemplates building at all, he will participate so much quicker in the profits of the increased demands in his business. He will find if he delays too long he will be held up on building operations, due to a great number of people endeavoring to get their work

NEW YORK'S FAVORITE FLOWER SHOP
G. E. M. Stumpp
5th AVENUE and 58th STREET
Member F. T. D. Assn.

FOR
KANSAS CITY
Transfer Your Orders to
SAMUEL MURRAY
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The Far-Famed Flowers of
TORONTO
Delivered on mail or telegraph order for any occasion, in any part of the Dominion
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DAVID CLARKE'S SONS
Deliver orders from any part of the country to
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FLORIST
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Also Vanderbilt Hotel
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New York F. T. D. Member DARDS 341 Madison Ave opp. Hotel Biltmore
An ever increasing business on the same corner for fifty years is the answer for your New York orders.

**Wired Toothpicks**
Manufactured by
**W. J. COWEE**
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10,000....$2.50 50,000....$11.00
Sample Free
Also manufacturer of 4 and 6 inch Green Match Sticks, Wired and Unwired.
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Telephone: Farragut 13 and 3180

You should handle a larger variety of flowers:
PUSSY WILLOW
MIGNONETTE
WHITE LILAC
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FREESIA
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DAISIES
Put them on display and you will have no trouble to sell them.
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WHOLESALE FLORIST
1619-21 Ranstead St.,
Philadelphia, Pa.
CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES and all Seasonable Varieties of Cut Flowers

completed on short notice. All these things taken together have caused the demand to greatly exceed the supply, creating a seller's market and higher prices.

"Many of the growers are becoming aware of these facts and realize they will be at the tail end of the procession unless they complete their building plans at an early date."

## CALIFORNIAN SWEET PEA SEED

The total acreage planted to Sweet Peas for the production of seed last year is estimated by growers and dealers to be about 2,000 acres, compared with 1,500 acres in 1919, about 550 acres of which were Spencers and 950 acres grandifloras, both including mixtures, according to Government report of September 25th. Because of a decreasing demand for grandifloras most of the acreage this year is of the Spencer type.

A portion of the crop in California was a failure because of lack of moisture during the Winter and Spring months and the prevalence of aphids during the Summer. The average yield per acre of Spencer Sweet Peas ranges from 300 to 500 pounds, and of grandifloras 500 to 800 pounds, and the total production in a normal year is estimated to be 600,000 pounds. About one-fourth of this total production is said to be exported, mostly to England.

The many friends of Harry N. Kelley, of 68 Henry street, Cambridge, long a well known florist of Pemberton Square, Boston, will regret to hear of his death after a short illness.

**MICHIGAN CUT FLOWER EXCHANGE, Inc.**
WHOLESALE COMMISSION FLORISTS
Consignments Solicited
Hardy Fancy Fern Our Specialty
264 Randolph St.,
Detroit, Mich.

**We Want More Shippers**
We have a numerous clientage of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.
Address Your Shipments to
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The Meyer Green Silkaline is the best known Florists' thread in the world and has a world-wide reputation, notwithstanding that there are a lot of imitation and fake brands on the market, put up short length, weight and poor quality. Be sure and order the Meyer Green Florists' Thread and you will get the best thread in the world.

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Returns Daily Checks Weekly

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122 West 25th St., New York
Florists' Supplies
We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
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Fresh Cut Decorative Evergreens
Highest Standard of Quality. Largest Stock in America. Write for Illustrated Catalog of Greens and Florists' Supplies.
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Gladioli Bulbs—All sizes of America, Independence, Crackerjacks, 20th Century, Mrs. F. King; also bulblets. Priced to move. Correspondence invited.
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Wood labels for nurserymen and florists. THE BENJAMIN CHASE CO., Derry Village, N. H.

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| Name | Color | Per 100 |
|---|---|---|
| Brooklyn, mauve purple | | $4.00 |
| Elizabeth, pale lavender | | 4.00 |
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| Khedive, lavender, orange beard | | 4.00 |
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| Queen of the Gypsies, purplish red | | 3.00 |
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Live Sphagnum Moss, orchid peat and orchid baskets always on hand. LAGER & HURRELL, Summitt, N. J.

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For the best Up-to-Date Cannas, get new price list. THE CONARD & JONES CO., West Grove, Pa.

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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c; 3000 for $1.00, postpaid. I. L. PILLSBURY, Galesburg, Ill.

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Fragrant Peony Dahlia Mrs. Frederick Grinnell $10.00 per clump. Cash with order. JOHN P. ROONEY, New Bedford, Mass.

If you want fine dahlias, plant Brown's. The world's best. 500 kinds. Send for catalogue special for January. Six choice named varieties for $1.00 prepaid. W. F. BROWN, 16 Palmer St., Norwich, Conn.

My revised bargain list of Gladioli mailed on application. Prices named therein defy competition. Write for it.
3.20 J. G. Burrows, Onset, Mass.

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Having a larger stock than I wish to plant I have reduced the price as follows:

Bulbs up to ½ inch $8.00 per M., three M. for $20.00. Bulblets $2.00 per M., Quart of about 4000 M. $5.00.

Trade list on request.

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New and standard varieties, Bushel Basket, St. Martin, etc., New Price List free.
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BOUVARDIA — 2-yr.-old stock plants, Humboldtii, white; Grandiflora, white; Mrs. Charles E. Hughes, light pink; Rosea, dark pink, $3 per doz., $20 per 100. Cash with order please.
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**FOR SALE**—One 5x5 Perfection shaking grate. Used but one year and in excellent condition. Price $100. Also one 5x5 stationary grate in good condition. Price $25. Cash with order.
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**WANTED**—A man capable of being responsible for the night work on Rose growing establishment where there are six firemen employed. A good Rose grower preferred. Call and see the foreman, or address L. B. Coddington, Murray Hill, N. J.

**WANTED**—Two Rose growers capable of making good. Please state whether married or single, and particulars. Call and see the foreman, or address L. B. Coddington, Murray Hill, N. J.

**WANTED**—A competent grower of fruit under glass, mainly peaches and grapes. Must also have a good knowledge of stove and greenhouse plants. A single man preferred. Address P. O. Box 2091, Boston.

**FOR SALE**—Well-Built Greenhouse establishment consisting of three houses, one 28x200 ft., one 15x100 ft. and one 15x30 ft., all in A1 condition, located high and dry, coal for rest of winter, Dwelling, Garage and 13½ acres of Ground. Houses fully stocked. Possession can be taken at once. Price $35,000, cash required, $10,000. E. A. Wittmann, R. F. D. No. 2, Paterson, N. J.

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Of nearly all of the standard commercial varieties and some of the best new things. Sizes mostly ⅜ to ½ in. and ½ to ¾ in. Also bulblets for sale. Write me for quotations, stating quantity you can use.
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When Writing to Advertisers Please Mention Horticulture

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Diener's Ruffled Monsters, single. The largest and most beautiful ruffled variety of Petunias in existence. Ruffled Monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.

The following somewhat smaller than the Ruffled Monsters; Pearl of Kentfield, flesh pink frilled, dwarf, purple or blue and white frilled.

Price per package, 50c

Catalogue will be sent free on request. Write for it today.

Mr. W. L. Ferguson, Smiths Falls, Ontario, under date of Dec. 2, 1919, writes us the following in regard to our Petunias:

"Last year I purchased Petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8 per cent of the plants could be classed as common. I want more of the same quality each year."

Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14, 1919, writes us:

"I had, last year, just a few of your Petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."

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GLADIOLI.

Jack London, Anna Eberius, Thomas T. Kent and Mrs. H. E. Bothin; the four greatest and most perfect Gladioli in existence. They have won the greatest admiration wherever shown and will be grown by the million. Our new catalogue, showing some of our varieties in natural colors and describing many of our other new creations, is free on request. Write for it today.

RICHARD DIENER CO., INC.
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You are in Good Company When You Advertise in Horticulture

Greenhouse Glass For Sale
700 USED LIGHTS, 12-16 in.
THE NEW ENGLAND NURSERIES CO.
BEDFORD, MASS.

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World's Oldest and Largest Manufacturers of

FLOWER POTS

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# HEATING

KROESCHELL Boilers are making the most wonderful greenhouse heating record in the world. Florists who have used other makes are constantly giving the KROESCHELL the highest praise. 13,468,320 sq. ft. of glass was equipped with KROESCHELL Boilers during the past five years.

**Kroeschell Bros. Co.**

466 W. Erie St.,

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# MASTICA



For Greenhouse GLAZING

Use It Now

F. O. Pierce Co.

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NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass than occur with hard putty. Last longer than putty. Easy to apply.

## DREER'S

Florist Specialties

New Brand New Style "Riverton" Hose Furnished lengths up to 500 ft. without seam or joint. The Hose for the Florist

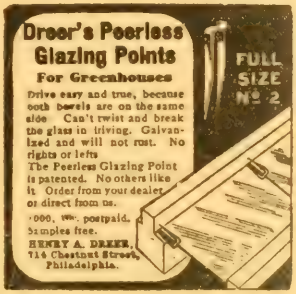
¾-inch, per ft. 22c
Reel of 500 ft., per ft. ..... 21c
2 Reels, 1000 ft., per ft. ..... 20c
½-inch, per ft. 19c
Reels, 500 ft., per ft. ..... 18c
Couplings furnished without charge



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714-716 Chestnut St.

Philadelphia, Pa.




WE ARE SPECIALISTS IN

**Greenhouse Glass**

Free from Bubbles
Uniform in Thickness

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Greenhouse White (Semi-Paste) The Paint Particular Florists Prefer

It will pay you to get our estimates

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**Greenhouse Heating and Plumbing**

Boiler repairing and refitting are my specialty.

With my long experience and personal supervision I can guarantee first-class work.

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## DREER'S "Riverton Special" Plant Tubs

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.



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|---|---|---|---|---|
| 10 | 20 in. | $4.95 | $54.45 | $412.50 |
| 20 | 18 in. | 3.65 | 39.60 | 323.30 |
| 30 | 16 in. | 2.60 | 28.60 | 220.60 |
| 40 | 14 in. | 2.10 | 23.65 | 187.00 |
| 50 | 12 in. | 1.45 | 16.50 | 126.50 |
| 60 | 10 in. | 1.00 | 10.90 | 85.25 |
| 70 | 8 in. | .85 | 8.80 | 67.10 |

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SEEDS, PLANTS, BULBS AND SUPPLIES

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*The Insecticide that kills plant Lice of many species*

The Reorganized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

**FUNGINE**

For mildew, rust and other blights affecting flowers, fruits and vegetables.

**VERMINE**

For eel worms, angle worms and other worms working in the soil.

Quarts, $1.00; Gallon, $3.00

SOLD BY DEALERS

**Aphine Manufacturing Co.**

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LEMON OIL CO.'S STANDARD SOLUBLE IN WATER INSECTICIDE NO ODOR NO POISON

Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

½ Pint, 30c; Pint, 50c; Quart, 90c; ½ Gallon, $1.50; Gallon, $2.50; 5 Gallon Can, $10.00; 10 Gallon Can, $20.00. Direction on package.

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420 W. Lexington St., Baltimore, Md.

USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded

**CATTLE MANURE**

Pulverized

**SHEEP MANURE**

The Florists' Standard of uniform high quality for over ten years. Specify: WIZARD BRAND in your Supply House Order, or write us direct for prices and freight rates.

**The Pulverized Manure Co.**

34 Union Stock Yard, Chicago



This simple line sketch shows you the truss stiffening rod running under the ridge between each rafter.



At the left you have a cross section of ridge midway between rafters, showing you the secondary rafter and truss strut.

# Hitching Stiffeners For Ridge And Roof

Spacing rafters 12′-1½″ apart is one thing. Making the frame just as stiff and strong as when the spacing was 8′-4″ is quite another. Take the question of rafters alone, in say a house 200 feet long. In the narrow spacing 25 pairs of rafters are used. In the wide spacing, there are 17 or 8 less pairs.

When you take rafters out of a greenhouse construction, it's a pretty serious matter. That strength must be put back some other way. To do it, we first use deeper rafters. Then we use heavier purlins, secured to the rafters by an extra long fitting, extending the depth of the rafters and well out on the purlin itself.



Look carefully and you can see the secondary rafter and sag rod running from it through the purlins to the eave and secondary post.

The ridge is stiffened and held straight and true by a truss rod running between every pair of rafters. Running from it perpendicular to the eave, and through each purlin, is a sag rod.

To overcome any possibility of eave sag, a secondary post is placed midway between the regular posts. The combined result of all of which is, that the wide spaced house as we build it, is just as strong as the old spacing and the house is decidely **lighter.** Just as strong and lighter. That's what you are looking for, isn't it? You know we go anywhere for business. Or to talk business.

Hitchings and Company

General Offices and Factory: Elizabeth, N. J.

**NEW YORK**
1170 Broadway

**BOSTON 9**
294 Washington St.

# HORTICULTURE

Volume XXXIII FEBRUARY 25, 1921 Number 4

## Hardy Lilies

Ready for Delivery

**Auratum, album, rubrum, magnificum,** 8-9, 200 to the case; 9-11, 125 to the case. All at $30.00 per case.

**Auratum platyphyllum,** 8-9 and 9-11, $40.00 per case.

**Tigrinum splendens,** 250 in case, $32.50 per case.

## Baby Ramblers

Immediate Delivery

**Baby Rambler, Baby Tausendscheon, Baby Dorothy, Erna Teschendorff, Phyllis, Ellen Poulson, Mrs. Cutbush, Orleans, Echo.** Strong, own root, suitable for 5-in. pots, $42.00 per 100.

## L. J. Reuter Co.

*Plant Brokers*

**15 Cedar St., Watertown Sta., BOSTON, MASS.**

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.



## Sweet Peas

Some of the newer and better Burpee introductions, testify a wonderful selection of colors, Lavender, Orange, Red, Whites, Pink (two or three varieties), and a number of other odd shades, splendid well grown stock.

$1.00, $2.00, $3.00 per 100; a few extra long at $4.00 per 100.

PUSSY WILLOW

$0.25, $0.50, $0.75, and $1.00 per inch

[illegible] in Cut Flowers, Plants, Greens, Ribbons and Supplies. Write for our Price List

BUSINESS HOURS 7 A. M. to 5 P. M.

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## FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time. We can give you extra value in all of the sizes and would recommend that orders be placed at once for whatever stock you need. These ferns will often take the place of high priced flowers and will give your customers good satisfaction. Just at this time we can give you exceptionally good value.

**NEPHROLEPIS VICTORIA (The Victory Fern).** A beautiful, new, crested form of Teddy, Jr., 2¼-inch pots, $3.00 per dozen, $20.00 per 100; 3½-inch pots, 50c each; large specimens, 8-inch, $3.00 each.

**NEPHROLEPIS elegantissima compacta.** 3½-inch pots, 50c each; 6-inch, $1.00 each; large specimens, 8-inch, $2.00 to $3.00; 12-inch, $6.00 to $7.50 each.

**NEPHROLEPIS Muscosa.** 3½-inch pots, 50c each; 5-inch, $1.00 each.

**NEPHROLEPIS Dwarf Boston.** 6-inch pots, $1.00 each; 8-inch, $2.00 each.

**Packing added extra at cost.**

F. R. PIERSON, Tarrytown, N.Y.

## Please Your Customers

by furnishing them with

## Framingham

## Evergreens, Trees,

## Shrubs and Roses

FRAMINGHAM NURSERIES

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**Henry H. Barrows**

**FERN SPECIALIST**

Write for Prices.

H. H. BARROWS,
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**Chrysanthemums**

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**SNOW QUEEN CANNA**

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

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Booklets Free

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Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

## COMING BOSTON SHOWS

### Program of the Massachusetts Horticultural Society

The Massachusetts Horticultural Society has a notable list of exhibitions scheduled for 1921. First and foremost is the great exhibition specializing in roses which has the co-operation of the American Rose Society. This is from Wednesday to Sunday inclusive, April 6th to 10th. This is to be the greatest rose show ever staged in this country, with a prize list larger than offered before, starting off with a $1000 first prize. Those who know the methods and aims of this society realize that this spring show will be a notable event in horticulture. There will be orchids also and the prize list contains much of interest to growers and exhibitors of other things. Those who remember the wonderful orchid show of last spring will know that something is on foot when the rosarians are on tiptoe to beat it.

The full list of shows follows:

April 6-10. Great Exhibition of Roses, Orchids and other Plants and Flowers.
May 28-29. Rock Garden and Other Plants.
June 4-5. Rhododendron Exhibition.
June 18-19. Paeony Exhibition.
June 25-26. Rose and Strawberry Exhibition.
July 9-10. Sweet Pea Exhibition.
Aug. 13-14. Gladiolus Exhibition.
Aug. 27-28. Products of Children's Gardens.
Sept. 10-11. Dahlia and Fruit Exhibitions.
Nov. 2-6. Great Autumn Exhibition of Chrysanthemums and Other Plants. Flowers, Fruits and Vegetables.

## NEWS ITEMS

At the March meeting of the Gardeners' and Florists' Club, of Boston, Mr. Robert Cameron, of Ipswich, will discuss annuals and a large attendance is expected.

At the last meeting of the Rhode Island Horticultural Society Mr. Douglas Eccleston, superintendent of Mr. A. C. Burrage's orchid greenhouses at Beverly Farms, lectured on the cultivation of orchids.

A petition in bankruptcy has been filed in the case of Leopold Holzman, a florist of Bridgeport, Conn., with liabilities placed at $597.00 and assets at $249.00.

Mr. Russell S. Codman has been elected president of the North Shore Horticultural Society, to succeed Mr. Frank P. Knight, who held the office for four terms.

**LILY OF THE VALLEY PIPS**

Extra fine strain
EXHIBITION size
German "LUBECK" Pips
just arrived

Price in cases 1,000, 500, or 250 each, on application.

**J. M. THORBURN & CO.**

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

**KELWAY'S Seed Catalogue for 1921**

has been posted. Get your copy and keep it for reference. All enquiries will receive prompt attention.

KELWAY & SON
Wholesale Seed Growers
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GLADIOLUS, CANNAS, CALADIUMS, TUBEROSES, GLOXINIAS, BEGONIAS and all Spring Bulbs

Write for prices

**American Bulb Co.**

172 N. Wabash Ave.
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**ORCHIDS**

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

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Summit, N. J.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIII FEBRUARY 25, 1921 No. 4

## THE TALK OF THE TRADE

As I have remarked before, it is a good thing for florists not to be backward in coming forward in the matter of advertising their business by means of public talks. In many towns the Rotary Clubs are glad to have florists and nurserymen among others present their views on business matters. At a recent meeting of the Rotary Club at Canandaigua, N. Y., Mr. Edward A. Sick, who is an alderman as well as a florist, gave an interesting though brief review of the outstanding features of flower business with particular emphasis on the pests that beset the florists. He said the insects and worms that attack plants and flowers are legion and that practically all of them have to be hand picked as sprayings and other treatment do not seem to be effective.

Mr. Sick gave enlightening information as to the weather troubles besetting the florist, telling how sudden changes, up or down, are likely to ruin many thousands of seedlings and tender shoots.

To the widespread use of the slogan "Say It With Flowers," Mr. Sick attributes the fact that more than $35,000,000 was spent for flowers in America during the last year.

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Much regret is felt in the trade at the recent death of Thomas Boothe deForest, secretary of the Lord & Burnham Co., who passed away at Dobbs Ferry after an illness of four weeks Mr. deForest was very widely known, and his career should be an inspiration to every young man entering business. About fifteen years ago, after finishing his education at Stevens Institute, Mr. deForest became a draughtsman to Lord & Burnham Co., and worked his way up by successive steps until he had become secretary of the company, as well as sales manager.

---

R. Vincent is very keen to do everything he can to push the sale of dahlias, and has printed a little card for use in the dahlia season, being distributed where it will do the most good. The card reads as follows:

**"Say It With Flowers"**

There are flowers that make us happy,
  There are flowers that makes us blue:
There are flowers that steal away the teardrop
  As the sunshine steals away the dew:
There are flowers that have a tender meaning
  That the eyes of love alone may see:
But the flowers that fill my heart with sunshine
  Are the Dahlias you sent to me.

Vincent's Dahlias fill our needs. Get them fresh daily at Baltimore Florists

---

Mr. James Wheeler, Mr. William Stickel, Mr. George Butterworth, Mr. Andrew Christensen and Mr. Herman Barsch were among the other members who spoke on matters of interest to the association. Mr. W. N. Craig also said a few words and Mr. E. I. Farrington brought up the matter of a joint banquet in honor of the three national presidents, Mr. Roland, Mr. Howard and Mr. Craig.

It was decided to have another meeting at the same place in March, and the hope was expressed that a large number of growers from all over eastern New England would be present..

---

"Pungent with the odor of exquisite blooms and presenting a picture rivaled only by an Oriental garden, the Anderson florist shop at 440 Main street, recently remodeled and enlarged, was given a formal opening yesterday." This is the way in which a local paper paid tribute to the enterprise of the well known florist of Buffalo. Pretty good advertising, I call it. The new shop is of delicate design, being patterned after the Adam period of English art. Deep ivory tint is the color of the walls while the arched ceiling and the medallion work have been done in robin's egg blue. The incidental furniture about the shop is in keeping with the main design. The Anderson store is an old one in Buffalo. In 1872 Elias and Daniel Long started a flower shop and continued until 1896, when Mr. Anderson purchased it. Seven years later the place was remodeled and recently was done over again. To preserve the beautiful and many rare flowers in perfect condition, Mr. Anderson has installed a refrigerating system

---

Mr. F. E. Palmer, of Brookline, has had on display for the past week a remarkable specimen of Acacia pubescens which has attracted many visitors to his greenhouses. This acacia



The Largest Acacia in New England

is about twenty years old, and has been in the ground fifteen years. Mr. Palmer claims that it is the largest acacia in New England, and probably he is right. It certainly is a noble specimen, measuring eighteen or twenty feet in diameter and filling one end of the greenhouse where it is planted. Each visitor has been given a spray of the acacia, which in itself has been a good advertising feature.

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What a cheerful lot of people I met on a recent Canadian trip. All lines of business seem to be prospering there, and the florists seem to be getting every bit of their share. I had never before this time had the opportunity of visiting many of the Canadian florists, and this trip my time was confined to right around Montreal, but I was greatly impressed with the stores and growing establishments. Montreal must have a large flower buying public. The florist stores there are top notch, according to my mind,—a lot of real first class stores. In fact, I didn't see a poorly kept one in Montreal.

The quality of goods they have on display is of the best, and while their cut flowers are all that could be asked for, I was particularly impressed with the quality and quantity of the plant stock. The stores are filled with excellently grown plants, but what struck me with the greatest force was the fine axaleas and spiraeas in the greenhouses. They certainly are in luck to be able to get such stock as this.

All the florists I spoke to around Montreal expressed themselves as being well satisfied with the business they are doing, saying that it was even ahead of the previous year, and they thought they had done very well then. The public doesn't seem to rebel against prices charged, and these prices are fully up to anything asked in the best stores in the States. The stores and greenhouses of Hall & Robinson, and of McKenna in particular, showed a very prosperous condition, and they are exceptionally well prepared for good Easter business.

The outlook for lilies for Easter in my mind is for a fair supply. I don't think there'll be any over supply, and I believe that they will bring at wholesale 25 cents for high. I have talked with some growers who think that 20 cents will come pretty near striking the better average, but I have found several lots which will not be brought on in time, and that of course tends to reduce the supply. And in a number of cases among the large growers, unless weather is just what they need, they will lose a batch of their stock, or at least they'll fail to get it in for Easter. Lilies are looking very good, particularly with the specialists such as Frank Edgar, William Edgar, A. Leuthy Co. and the Leominster Floral Co. It does seem to me, however, that they don't carry quite so many buds to the plant as we would like. It may be possible that this is because of so many more of the smaller sized bulbs being grown. It wasn't possible to get the full quantities wanted of 8-10's and 9-10's last year, and for that reason the stock is composed of mostly 7-9 size, I think, though, that the Giganteums are more than average in the way of healthy stock. There has been a small amount of throw-outs.

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## A. N. PIERSON'S BIG ESTABLISHMENT

### An Interesting Description of Cromwell Gardens and Their Development

In a recent issue of the Middletown, Conn., Press appears an extensive article devoted to Cromwell Gardens, of A. N. Pierson, stating that these gardens constitute one of the beauty spots of Connecticut. The article says in part:

In 1871, A. N. Pierson first came to Cromwell as a gardener and engaged his services to a resident of Cromwell. In 1872, he purchased a small plot of ground on the present site of the now vast holdings.

A. N. Pierson, Inc., employes a force of three hundred persons, many of whom it cares for in its own homes. Its main and only offices are situated at the plant in Cromwell.

The following figures are significant: The company handles 247,000 roses for cut-flower purposes; 60,000 carnations; 200,000 chrysanthemums. They force 1,000,000 lilies-of-the-valley, of which 400,000 are native grown and 600,000, imported from Germany. They purchase 100,000 Easter lilies annually from Japan, of which 37,000 are planted for sale at the Easter season, while the balance are kept in cold storage for use during the remainder of the year. For Easter alone they raise 10,000 roses in pots of the climbing and baby rambler varieties.

The company also does a big business in growing young stock for sale to other greenhouses. This year 700,000 rose plants will be grafted on manetti stocks (wild rose) for hot house purposes; 100,000 Japanese multiflora will be grown for outside use. This year they will sell to other greenhouses 700,000 rooted chrysanthemum cuttings.

In addition to the greenhouse and nursery business the company owns a large dairy herd of 100 milch cows, largely Holsteins. These are kept on the Portland farm and are in charge of five men. The farm also affords accommodation for twenty-four horses and fifteen auto trucks, used in hauling loam, stock, etc. The milk is disposed of to the Millbrook Dairy company.

In these present days of high priced, hard-to-get coal, it is interesting to note that A. N. Pierson, Inc., burns 10,000 tons of coal a year.

Labor is taken care of by the company in the most practical way. It provides fifty-eight rents, consisting of single and double houses. At the present time four new houses are being constructed. All of these are located in Cromwell. In addition the company operates a boarding house, known as "The Gardeners' Home," at which thirty-two men are now staying.

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## MASSACHUSETTS NURSERYMEN'S ASSOCIATION

At the annual meeting of the Massachusetts Nurserymen's Association the following officers were elected: Julius Huerlin of South Braintree, president; Sheldon Robinson of Lexington, vice-president; William H. Thurlow of West Newbury, secretary-treasurer; members of the executive committee, J. J. McManmon of Lowell, G. H. Frost of West Newton, James Brandley of Walpole, Donald Wyman of North Abington. A dinner was held and an address made by Superintendent Christian Van der Voet, of the Arnold Arboretum.

The Massachusetts' Nurserymen's Association is a live organization and Pres. Heurlin promises an active administration, as he is always abreast of the times. Mr. Heurlin explains the purposes of the association as follows:

To increase buying and exchanging between members to the largest extent.

To assert and prove that Massachusetts stock grown by Massachusetts men is 100% good stock.

To refrain from importing stock, even when permits can be obtained, except new things.

To have a committee (perhaps in conjunction with the Massachusetts Horticulture Society Committee on plants and flowers) before which new plants and flowers, originated or introduced by the members, can be shown, also a committee of complaints, to which all differences and misunderstandings can be referred for settlement.

Also to maintain the highest standard of Massachusetts Nursery stock and Massachusetts nursery men.

# BIG DRIVE FOR LOWER PRICES

***1,000,000 CUT FLOWER BOXES for Immediate Delivery. Order Now***

## CUT FLOWER BOXES

| | 100 Reg. Full Lid | 100 Tele. |
|---|---|---|
| 18x5x3 | $2.95 | $3.50 |
| 21x5x3½ | 3.65 | 4.20 |
| 24x5x3½ | 4.00 | 4.60 |
| 28x5x3½ | 5.15 | 6.30 |
| 21x8x5 | 5.20 | 6.35 |
| 30x5x3½ | 5.30 | 6.40 |
| 24x8x5 | 5.80 | 7.70 |
| 28x8x5 | 6.65 | 8.60 |
| 30x8x5 | 8.35 | 10.50 |
| 36x8x5 | $10.15 | $13.00 |
| 30x12x6 | 11.90 | 14.95 |
| 36x14x6 | 14.30 | 17.25 |
| 36x12x6 | 13.25 | 16.75 |

VIOLET BOXES

| | 100 |
|---|---|
| 8x5x4 | $3.50 |
| 9½x6x5 | 5.30 |
| 10x7x6 | 5.95 |
| 12x8x7 | 6.75 |

BOUQUET BOXES

| | 100 |
|---|---|
| 19x9x8 | $10.80 |

WREATH BOXES

| | 100 Reg. Full Lid | 100 Tele. |
|---|---|---|
| 16x16x7 | $10.15 | $12.85 |
| 18x8x8 | 11.90 | 16.50 |
| 20x20x8 | 14.95 | 17.95 |
| 22x22x8 | 18.25 | 24.30 |

Printing in Green or Black Ink, $1.50 per 1000.

The above quotations are especially low and we would advise our customers to place their orders immediately



## Artificial Wreaths, Sprays, Flowers

We would suggest that you place your orders for MEMOR AL DAY as early as possible

MAGNOLIA WREATHS

| | Doz. |
|---|---|
| Plain, 10" frame | $ 7.50 |
| Plain, 12" frame | 9.00 |
| Plain, 14" frame | 12.00 |
| Decorated, 10" frame | 12.00 |
| Decorated, 12" frame | 15.00 |
| Decorated, 14" frame | 18.00 |

WAX WREATHS

| | |
|---|---|
| 8-in. frame | $15.00 |
| 12-in. frame | 20.00 |
| 14-in. frame | 24.00 |

Carnations $2.50 per 100
Pink, White, Golden Gate

WAX FLOWERS

ROSES, Pink, White, Yellow, Golden Gate. Medium size, $2.50 per 100; large size, $3.00 per 100.

SPRAYS. Made of Roses, Carnations, Sweet Peas, Calla and Easter Lilies of assorted colors. $12.00, $15.00, $18.00, $24.00 per doz.

SWEET PEAS, Pink, White, Lavender, $6.50 per 1000.

CALLA LILIES, $5.00 per 100.

CYCAS

| Size | 100 | 1000 |
|---|---|---|
| 8x12 | $3.00 | $25.00 |
| 12x16 | 3.50 | 35.00 |
| 16x20 | 4.50 | 40.00 |
| 20x24 | 5.50 | 50.00 |
| 24x28 | 6.50 | 60.00 |
| 28x32 | 7.50 | 70.00 |
| 32x36 | 8.50 | 80.00 |
| 36x40 | 9.50 | 90.00 |
| 40x44 | 12.00 | 111.00 |

BRONZE and GREEN GALAX, $2.00 per 1000.

SPHAGNUM MOSS
$3.00 per bale

EASTER LILIES
$5.00 per 100

CHRYSANTHEMUMS and DAHLIAS
$4.00 per 100

DAGGER and FANCY FERNS
$3.00 per 1000

MAGNOLIA LEAVES
In cartons, $1.50 each
100-lb. cases, $20.00 each.

RUSCUS
Green, 75c per lb.

## HENRY M. ROBINSON & CO., Inc., 2 Winthrop Square and 34 Otis Street, BOSTON

Wholesale Florists and Florists' Supplies. Manufacturers and Importers


### GREENHOUSES AND SEED STORES

#### How One May Serve as an Adjunct to the Other

A writer in the Seed World counsels seedsmen to operate greenhouses as an adjunct to their stores, telling them that it is not only a source of profit but results in considerable sal vage. He says:

"Constant handling of plants, offered for sale under adverse conditions of temperature and light, necessarily means deterioration in the appearonce of the plant. This can be remedied only by returning it to the proper environment for restoration of its freshness and vigor.

"The cost of vegetable plants to many seedsmen is a considerable item. A few hot beds in connection with the greenhouse cost very little to install and are a large source of revenue in spring. Surplus labor around the seed store during dull days in the summer can be used to good advantage at the greenhouse, and this work is educational in itself to the average seed store employee.

"Having fresh plants to decorate the windows of the store at all seasons of the year is a big help toward attractive display. Bulbs can be forced into early bloom, so that the bulbs and flowers can be displayed in the same exhibit, resulting in many sales. Tests of germination and purity can be made in the greenhouse under favorable conditions for best results. When a doubt as to purity arises, in many instances this can be settled, between the receipt of the seed in fall and the time of filling orders in early spring. While a sample stock of plants can be carried in the store, many sales can increase by inducing the customers to visit the greenhouse.

"It is not advisable to install a large, expensive plant to start, but we do recommend the building of a modern unit that can be added to from time to time. The important point that arises at the outset is the character or type of heating plant to be installed, as all future additions are more or less dependent on the expansibility of the heating plant.

"Technical advice on this subject can be readily secured from many of the greenhouse construction companies who employ expert heating engineers for the express purpose of solving any problems that may arise. The proper planning of the ground and houses cannot be over-emphasized as success is in a large measure dependent upon exposure, location of the heating plant and other important principles."

### RHODE ISLAND NURSERYMEN

Charles W. Morey, of Woonsocket, has been re-elected president of the Rhode Island Nurserymen's Association. At the annual convention it was voted to continue the committee appointed to obtain legislation for mending the agricultural laws of the state so as to provide for the appointment of a permanent entomologist.

Prof. E. K. Thomas, head of the recently established agricultural department of the Rhode Island Hospital Trust Co., said that it was hoped to have all agricultural interests in the state benefited by the work of this department. Paul B. Fortmiller, of Jackson and Perkins, talked on the present and future demand for nursery stock.

Advertise in Horticulture

# Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS

Northern Greenhouse Grown Seed

| | |
|---|---|
| 1,000 Seeds | $ 4.00 |
| 5,000 Seeds | 19.00 |
| 10,000 Seeds | 36.00 |
| 25,000 Seeds | 85.00 |

Larger quantities quoted on application

ASPARAGUS SPRENGERI

| | |
|---|---|
| 1,000 Seeds | $1.50 |
| 5,000 Seeds | 6.75 |
| 10,000 Seeds | 12.50 |
| 25,000 Seeds | 28.75 |

ASTER, QUEEN OF THE MARKET

| | Tr. Pkt. | Oz. |
|---|---|---|
| White | $0.25 | $1.00 |
| Rose Pink | .25 | 1.00 |
| Blush Pink | .25 | 1.00 |
| Dark Blue | .25 | 1.00 |
| Light Blue | .25 | 1.00 |
| Crimson | .25 | 1.00 |
| Mixed | .20 | .75 |

ASTER, EARLY ROYAL BRANCHING

| | | |
|---|---|---|
| Lavender | $0.40 | $2.25 |
| Purple | .40 | 2.25 |
| Rose Pink | .40 | 2.25 |
| Shell Pink | .40 | 2.25 |
| White | .40 | 2.25 |
| Mixed | .40 | 2.00 |

PETUNIA

| | Tr. Pkt. | Oz. |
|---|---|---|
| Grandiflora fringed | $0.50 | |
| California Giants | .50 | |
| Monstrosus (Michell's) | $1.00 | |
| Dwarf Inimitable | .50 | $1.50 |
| Rosy Morn | .50 | 2.00 |
| Double fringed mixed, Per 500 seeds $1.25; $2.00 per 1000 seeds. | | |

PHLOX DRUMMONDII

| | | |
|---|---|---|
| Dwarf Cecily | $0.50 | $1.75 |
| Fireball | .40 | 2.00 |
| Snowball | .40 | 2.00 |
| Choice Mixed | .40 | 2.00 |

SALVIA

| | | |
|---|---|---|
| America (new) | $0.50 | $4.00 |
| Bonfire | .40 | 2.50 |
| Splendens | .25 | 1.50 |
| Zurich | .50 | 4.00 |

VERBENAS

| | | |
|---|---|---|
| Mammoth Fancy Blue | $0.30 | $1.75 |
| Mammoth Fancy Pink | .30 | 1.75 |
| Mammoth Fancy Scarlet | .30 | 1.75 |
| Mammoth Fancy Striped | .30 | 1.75 |
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# Men I Like To Meet



MR.. A. F. J. BAUR

Now that the carnation convention is over, the members again have good cause to realize how much the American Carnation Society owes to A. F. J. Baur, its secretary. Baur never seems to get tired, always carries a pleasant word and invariably has a smile upon his face. Men who have the interests of the Carnation Society at heart are very sorry to learn that Mr. Baur is getting ready to relinquish the position which he has held so long. He told me recently that this would have to be his last year. We shall all be sorry to lose him. Let us hope that he will be made the president of the society next year, as this is certainly the least reward that can be paid him. But he won't be lost to the carnation men, I am sure, even when he finishes office holding. I know that no man could work as he has worked for that society without staying with it in heart and spirit after he goes out of office.

## NASSAU COUNTY HORTICULTURAL SOCIETY

At the last meeting of the Nassau County Horticultural Society in Pembrfoke Hall, Glen Cove, N. Y., Alex Michie, John Power, Frank Kyle, Daniel Conn, Herbert Bull, Tony Aguilino and John Kennedy were elected to active membership. Frank Watson, Jesse Frampston and Thos. Meech were appointed by President Noonan to judge the exhibits. Jack Henderson won first prize for the heads of lettuce and John F. Johnston won the



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William Robinson special for twelve mushrooms. Jack Everett brought down a pot of freesia Mrs. Chas. Pike which was of great interest to the members. Harry Jones of Port Chester and John Griffin resigned as active members of the Society.

The annual dinner will be held on March 15. The committee reported progress on the Tulip Show and with good weather around tulip time we should have another record show. It was decided by the Society to take action regarding the destruction of shade trees in the city streets by linemen of the electric light companies. Mr. A. Herrington of Madison, N. J., gave us a very interesting talk about the International Flower Show to be held in New York, March 14-20. From Mr. Herrington's report it will be the greatest Flower Show ever held in America. Mr. Sperling of New York gave us a short talk on the Sweet Pea Show to be held in New York next June. Mr. Collins and Wallace of Boston also made a few remarks. Exhibits for March 9th meeting will be pot of tulips, 12 spikes of antirrhinum mixed and 3 heads of cauliflower.

ARTHUR COOK,
Cor. Sec'y.

The Springdale Floral Company, Inc., has recently been organized under the laws of Virginia and has arranged to reopen the nurseries at Springdale Farm, near Lincoln, Va., which have been closed since the entrance of this country in the late war. Fred B. Davis is president; Fred E. Green, vice-president and treasurer; Otto D. Ehnes, secretary and Charles E. Morganston, attorney.

# S. A. F. & O. H. Department

The annual meeting of the executive board of the society was held in the New Willard hotel, Washington, D. C., on January 24th and 25th.

The secretary presented his financial report for the year ending December 31st, 1920, showing, as summarized in the auditors' report attached, receipts from all sources for the year to have been $22,511.85. This amount was shown to be about one-half the amount collected for the year 1919, but this was largely accounted for by the fact of the reduction in receipts for life membership, only $745 being received during 1920, as against $24,550 in 1919. In the report of the auditors was a complimentary comment upon the completeness of the secretary's records. Disbursements by voucher totaled $25,875.46. A special statement was presented showing cost and income connected with the publication of the society's journay.

A separate report made by the secretary, as superintendent of the Trade Exhibition at Cleveland, showed a balance or profit amounting to $6,354.60. The reports were, on motion, accepted and approved. In the course of a discussion on financial matters, it was brought out that a seeming large increase in the expenses of the administration headquarters in the last two years had been due very largely to the drive for life members, the expenses covering which, including the engrossing and framing of certificates, and incidentals, had all to come from the general fund, while life membership fees all went into the permanent fund intact. The new life members numbered 1032, yielding over $25,000 to the permanent fund, and taking from the annual list a very large number of members whose dues were thus lost to the general fund. Mr. Asmus expressed the opinion that it could now be realized that the only way to increase the society's revenue would be to make a drive for new members.

Treasurer Hess presented his report covering receipts and disbursements for the year 1920, with credit certificates from the different banks as to the amounts on deposit. The report showed a balance on hand for the general fund of $651.55, and in the permanent fund, including investments, of $49,443.47.

There was a discussion as to whether or not a high tariff should be asked on Dutch bulbs as well as Gladioli. Mr. Asmus led the discussion, insist-


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|---|---|---|---|
| 1680 Crimson | $0.40 | $1.15 | $3.70 |
| 1681 Lavender | .40 | 1.20 | 3.85 |
| 1682 Shell-Pink | .45 | 1.35 | 4.45 |
| 1683 Rose-Pink | .45 | 1.35 | 4.45 |
| 1684 Purple | .40 | 1.15 | 3.70 |
| 1686 Dark Blue | .40 | 1.20 | 3.85 |
| 1687 White | .40 | 1.20 | 3.85 |
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Large flowers with loose, elegantly curled petals, filling the season between the Royal Asters and American Branching.

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| 1606 Shell-Pink | $0.40 | $1.20 | $4.00 |
| 1608 Purple | .40 | 1.15 | 3.70 |
| 1609 Lavender | .40 | 1.20 | 3.85 |
| 1610 Rose-Pink | .40 | 1.20 | 4.00 |
| 1611 Crimson | .40 | 1.20 | 4.00 |
| 1612 White | .40 | 1.20 | 4.00 |

## Early Branching Royal Asters

The first flowers appear just as Queen of the Market has finished blooming. Of straight, upright growth, 2 feet high.

| | ¼ oz. | oz. | ¼ lb. |
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| 1636 Lavender | $0.50 | $1.45 | $4.90 |
| 1637 Shell-Pink | .50 | 1.45 | 4.90 |
| 1638 Purple | .45 | 1.35 | 4.60 |
| 1639 White | .50 | 1.50 | 5.05 |
| 1641 Rose-Pink | .50 | 1.50 | 5.05 |

## American Late Branching

Extensively used to fill in the gap before the Chrysanthemums come into the market. Flowers of large size and fully double.

| | ¼ oz. | oz. | ¼ lb. |
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| 1571 Azure-Blue | $0.40 | $1.15 | $3.70 |
| 1575 Lavender | .40 | 1.15 | 3.70 |
| 1579 Shell-Pink | .40 | 1.20 | 4.00 |
| 1581 Purple | .40 | 1.10 | 3.50 |
| 1584 Rose-Pink | .40 | 1.15 | 3.70 |
| 1586 White | .40 | 1.15 | 3.70 |

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ing that a high tariff would stabilize the bulb business for American growers and prevent the dumping of surpluses from Holland growers into the United States at prices vastly lower than the prices obtained by the same growers for their earlier shipments. This sort of competition, he said, was ruinous to florists who had bought their bulbs at the high prices.

Mr. Hendrickson moved that a duty of ten dollars per thousand be asked on Gladiolus bulbs. The motion was seconded by Mr. Hess. The motion was adopted unanimously. The matter of the Dutch bulbs was allowed to rest.

Mr. Asmus moved that a committee of five be appointed to gather data as to the feasibility of regulating the importation of bulbs, or to ascertain if there was a necessity for such regulation, and to report at the convention next August. Mr. Knoble seconded the motion, and it was carried

Mr. Kohout said that at the last meeting of the Flower Growers' Association of Chicago it was resolved to request that the S. A. F. and O. H. bar artificial flowers from its trade exhibitions at the coming convention in Washington—artificial flowers of paper, wax, or wood, not prepared foliage. Secretary Young stated that the same question was brought before the Minneapolis convention where it was beaten. It was a matter which had to come before the convention for ruling. Such flowers are barred from National flower shows, but it was considered that they were quite in order in a trade exhibtion.

GEO. YOUNG, Sec'y.

## NEWS NOTES

Last Saturday afternoon about fifty members of the Gardeners' and Florists' Club of Boston visited the greenhouses of Mr. William Sim, at Cliftondale, where they found a remarkably fine display of carnations, the houses devoted to Laddie and White Perfection arousing especial enthusiasm.

C. S. Strout, the well known carnation grower of Biddeford, Maine, has been making a trip through the south.

At the February meeting of the Worcester Horticultural Society Mr. E. I. Farrington, Editor of Horticulture, lectured on the Arnold Arboretum.

## IN DEFENCE OF DOROTHY PERKINS

I was greatly pained to read, the other day, in one of our leading dailies a most violent and uncalled for attack on a popular favorite. Perhaps I should say one who was popular, for, alas, favorites have their day, and no doubt this attack was but to demolish the reputation of the setting star and enhance that of a rising one. Still it was unnecessarily churlish; it criticised not only the color of her complexion, the exuberance of her presence, but her very name was held up to ridicule, the fault surely of her godparents.

There has been, not unnaturally, quite a sensation in her circle over this attack; Papa Gontier and Maman Cochet clasped each other's hands in sympathy and said, "What will people say next of us, a respectable and time-honored old couple, if they flout pretty popular little Dorothy Perkins? Of course, if people who live in a brand-new brick-red villa choose to invite Dorothy into their garden, one can't expect her to look her best; but, after all, there's only that languishing Stella Gray who can stand such a trial as that, and perhaps the stout Frau Druschki. She, poor thing, is quite out of favor just now—hardly mentioned in polite society. Quite under a cloud; in fact, a greeting from Teplitz is the only one she gets. Now, William Allen Richardson (there's a ridiculous long name, if you like) was saying only yesterday how grateful we should all feel to dear Dorothy, who never seems to mind the weather and cheers us up when all else fails. I must say I don't feel quite sure of William's sincerity, he is so very changeable, you know, and does not really care to be seen in Dorothy's company."

Pretty little Mme. Laurette Messime, was quite hanging her head about it all. "I live in harmony with all my neighbors," she simpered. "Ah, yes," flaunted Lady Gay in that unblushing manner of hers, "that's very easy to do for a colorless people." At this Caroline Testout turned quite pale and stuttered, "Well, Dorothy does scream so." "Hush, hush, my children," said the deep voice of the venerable Marshal Niel. Though yellow with extreme old age, the old gentleman bore himself proudly and his dress was glossy and clean. "We all have our place in the world. Let carping critics say what they please, whether it is Dorothy in her gay gown or Liberty in her revolutionary wear,

our showy American cousins, our well-beloved Scotch relations, or our Persian guests—they are all welcome, all beautiful." "Hear, hear!" murmured the other roses.

## ASPARAGUS PLUMOSUS FOR CUTTING

The elegant, feathery foliage of A. plumosus is now highly and justly prized for use with cut flowers in making up bouquets, sprays, wreaths, crosses, and other productions of the florists, says a writer in Gardening Illustrated. It has, indeed, to a great extent taken the place of the once indispensable Adiantum cuneatum or Maidenhair Fern, and, judiciously employed, the effect it produces is even more light and graceful than that of the latter, while another and highly important advantage is that the leaves or fronds retain a fresh appearance much longer when cut, and whether kept in water or not.

These charming fine-foliaged plants thrive best in the genial, moist atmosphere of a cool stove, intermediate-house, or warm greenhouse, where the temperature usually ranges somewhere between about 55 degs. and 75 degs. or 80 degs. Any good light loam, mixed with a fair proportion of peat or leaf-soil and sand, will grow them well; they also thrive in peat and sand only, but the more substantial compost is probably to be preferred.

But it is when planted out in a well-drained bed of suitable soil, in a warm house, with the growth trained to strings or wires a little distance from the roof, that their true beauty is seen, and in this way also a large quantity of material for cutting may best be obtained. The plants do not always begin to run at once, but as soon as the roots get a good hold of the fresh soil the new growths from the base rapidly become stronger, and soon commence to climb the wires or strings with considerable rapidity

As regards the propagation of these plants, cuttings formed of moderate sized branchlets, each with a slight heel, will usually root in well-drained pots of very sandy peat placed in a propagating frame or bed, but much the best and most vigorous plants are obtained from seed, which is freely produced by old and well-established examples, and germinates freely in a moderate hotbed.

There is some amount of misconception as to the dwarf form of A. plumosus, known as nanus. Among seedlings there is a considerable variation in habit, and some of the dwarfer forms were distributed as non-climbers. But all, or nearly all, will run sooner or later if grown strongly. This was told me years ago by the foreman of the nursery whence A. p. nanus was sent out, and I find it correct. I have, however, one plant of a tenuissimus that will not run at all, though divided more than once.

## NATIONAL ASSOCIATION OF GARDENERS

The National Association of Gardeners has engaged space at the New York Flower Show, to be held at Grand Central Palace, March 14 to 20, for a reception room and information bureau for the convenience of country estate owners. The secretary will be in attendance throughout the show to discuss any subject that may relate to the gardener or his profession, and the engaging of efficient gardeners for country estates.

A gardeners' conference under the auspices of the New England members of the association will be held at Horticultural Hall, Boston, on Thursday afternoon, April 7. This will be during the week of the Massachusetts Horticultural Society Spring Show, and Show of the American Rose Society. As many out of town gardeners will attend this show, a large attendance is looked for at the gardeners' conference.

A movement is on foot to organize a local branch of the National Association of Gardeners in Nassau County, (Long Island) N. Y., to promote the interest and the welfare of the profession and its members in that community by informing the country estate owners of the aims and purposes of the association, and by keeping them advised on the activities it is engaged in—in brief, to establish a more confident relation between the gardener and his employer.

Warburton, the florist of Fall River, has doubled the size of his retail establishment, and with new decorations and finishings now has one of the prettiest stores in southern New England.


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| 700 | Aralia pentaphylla. 2½-3 feet | 1200 | Lonicera Morrowii. 3-4 feet. |
| 250 | Cercidiphyllum japonicum. 4-5 ft. | 1000 | Lonicera Ruprechta. 2-2½ feet. |
| 1000 | Cornus alba. 3-4 feet | 1500 | Philadelphus coronarius. 3-3½ ft |
| 1000 | Cornus siberica. 3-4 feet. | 250 | Philadelphus Falconeri 3½-4 ft |
| 700 | Cornus stolonifera. 3-4 feet. | 200 | Philadelphus Boule d'Argent 2-2½ feet. |
| 200 | Cornus stolonifera aurea. 1½-2 ft. | 400 | Philadelphus erectus. 3-3½ ft. |
| 2500 | Deutzia crenata fl. pl. Pride of Rochester 2½-3 feet. | 150 | Philadelphus Magdalene. 3½-4 ft. |
| 2000 | Deutzia crenata rosea. 2½-3 ft. | 1000 | Pyrus arbutifolia. (Aronia.) 3-4 feet. |
| 250 | Euonymus europaeus. 2½-3 ft. | 700 | Sorbaria glabrata. 2½-3 feet |
| 1000 | Forsythia Fortunei. 3-3½ feet. | 1000 | Spiraea callosa. 2½-3 feet |
| 1500 | Forsythia intermedia. 3½-4 ft | 100 | Spiraea Douglasii. 2-3 feet. |
| 700 | Forsythia intermedia aurea. 3½-4 feet. | 1000 | Spiraea opulifolia. 3-4 feet |
| | | 150 | Spiraea opulifolia aurea. 3-4 ft |

We also have Azaleas and Kalmias to offer. If interested, state your requirements.

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# RAMBLING OBSERVATIONS OF A ROVING GARDENER

It is a pleasure to find nurserymen here and there who are stocking up with the novelties in the way of shrubs and trees which are being introduced through the Arnold Arboretum. In a recent talk with Mr. Richard M. Wyman, of the Framingham, Mass., Nurseries, I found, much to my surprise, that a number of plants which are considered hard to locate are growing in his fields. Among them are Sorbaria arboria glabrata, Phellodendron sachalinense, and ten or twelve varieties of Wilson's new Cotoneasters. The Sorbaria is an unusually good plant for use on large estates, being very effective either in mass planting or used alone. It is a shrub which ought to be recommended more frequently by landscape architects and there can be no question about the sale of cotoneasters as soon as the public becomes well informed about their unusual merits, especially those kinds which carry their red fruits in the fall.

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I find that Mr. Wyman is also getting together a good stock of Azalea poukhanense, a remarkably fragrant azalea which Prof. J. G. Jack found in Korea, and Azalea Kaempferi, the discovery of Prof. Sargent, which, while not actually new to this country, has never been grown extensively in a commercial way. Several other azaleas are being propagated and for four years Mr. Wyman has been attempting to graft rhododendrons in order to get a good stock for New England. In the nursery rows are several thousand hybrid rhododendrons grown from seed which are to be sold by color after the first flowering season. It seems to me that this is a very good idea, and one which will appeal to the public, which in many instances cares much more for color than for a name.

I have mentioned only a few of the new things which are to be found at the Framingham Nurseries. The time is coming, I think, when Mr. Wyman's plant will become notable among the nurseries of the country because of the stock of worth-while new shrubs which it will catalogue.

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Supt. Christian Van der Voet, of the Arnold Arboretum, in Boston, had occasion to speak at several recent conventions, among them the Massachusetts Nurserymen's Convention, the New England Nurserymen's Convention, and the Rhode Island Nurserymen's Convention. At all of these meetings Mr. Van der Voet emphasized the fact that nurserymen in general are failing to put out many very excellent shrubs which the Arnold Arboretum has tested and found good. At the Rhode Island meeting he gave a list of 125 varieties of flowering and decorative shrubs and trees which are suitable for this section of the country, and stated that only nineteen of them were listed in any of the commercial catalogues. He believed, however, that most of these plants could be propagated by the nurserymen of New England with profit.

Mr. Van der Voet aroused a great deal of interest in the newer things, and it seems quite probable that many of the nurserymen who heard him speak will be stimulated to propagate some of the varieties mentioned in a larger way.

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I understand that Mr. Van der Voet caused some surprise at the meeting of the Massachusetts Nurserymen's Association, in Boston, by saying that in his opinion the action of the Federal Horticultural Board in putting a strict embargo on European plants was a good thing. He seemed to believe that this embargo will result in a disposition on the part of nurserymen in America to propagate the newer shrubs and trees on a larger scale, so that in the end the American buying public will be better off, and that nurserymen will ultimately be prepared to take care of the demand and really make more money than had been the case in the past. I am not quoting Mr. Van der Voet literally because I was not present. But I understand that while some of the members of the Association agreed with him,



Azalea Poukhavense Now Coming Into Commerce

others still felt that the drastic ruling of the Federal Horticultural Board should be at least amended.

Speaking of this board and its activities, it is interesting to find that it has now suspended the embargo so far as relates to the importation of azalea pontica and rhododendron pontica for propagation purposes. At a hearing in Washington it was represented to the board that these stocks were badly needed in this country, and could not be obtained here. For that reason they are to be admitted for the time being, or until a fair amount of stock is on hand. I doubt, though, if this will be a great boon to the nurseryment of New England, for A. ponticum is not very hardy, and azaleas grown on this stock are not likely to last very long when exposed to the rigors of winters such as New England often experiences. Farther south the situation will be different. As a matter of fact, it is very difficult to get good stock on which to work rhododendrons of any kind in the northern states. R. catawbiense can be used, but is difficult to handle.

At the banquet of the Gardeners' and Florists' Club of Boston, Mr. Robert Cameron, formerly in charge of the Harvard Botanical Garden and now superintendent of the famous Crane Estate at Ipswich, related his experience in the use of farmerettes, saying that he had found them extremely capable and valuable. As a matter of fact, it seems certain that young women are to have a most prominent part in gardening and farm operations in the future. The School of Horticulture at Ambler, Pa., is having remarkable success in turning out competent women who seem to find no difficulty in obtaining good positions if they care to do so.

The Women's National Farm and Garden Association is playing a prominent part in advancing this movement. Mrs. George U. Crocker, the acting president of the New England branch, told me recently that the branch now has six young women who will have completed their training at the Massachusetts Agricultural College the first of April, and whom it hopes to place in positions where they will get six months' of agricultural or horticultural experience.

Mrs. Crocker says that last summer she had one of these intelligent young women at her place on the Cape and it made the whole problem of her own work quite different from any previous year because of the girl's efficiency. "One such worker," said Mrs. Crocker to me, "is worth two of the old type who had only the eye for his own day's payment and who brought no individual conscientious effort to the whole scheme of work."

On March 2, at the house of Mrs. F. Lathrop Ames, 306 Commonwealth avenue, Boston, Miss Dorothy Canfield is to give a reading, at 3.30, for the benefit of the association's scholarship fund, and it is hoped that the proceeds will help carry on this excellent work.

Mrs. Crocker believes that florists and gardeners will find it very much to their advantage to obtain the help of some of these young women who are being educated along horticultural lines through the efforts of the organization. A number of florists have tried women workers with success, and it is quite possible that they will come to be much more familiar figures in such establishments in the next few years.

One of my friends reports unusually good results from a dahlia known as Darlene, which is being put out by Mr. J. K. Alexander, and is considered by him the finest pink and white decorative dahlia to date. The decorative dahlia continues to be in high favor, and a number of very fine varieties are on the market this season, but Darlene stands well to the front, regardless of color. Perhaps no dahlia is better adapted for massing. It is not usual to think of dahlias as providing hedge material and yet a hedge of Darlene is really very satisfactory. According to this friend the plants are splendid for specimen planting, too, averaging about three feet in height. A single plant makes a very good showing with the right setting, and is attractive even when not in bloom. When the shell pink blossoms, with the dainty blending of white at the center, finally appear, however, they contrast most delightfully with the heavy dark green leaves. The plant is a long bloomer, and the uniformity of the flowers is quite remarkable. Altogether this seems to be a garden variety of more than usual worth.

Lohr Bros., florists of West Ottawa, Ill., recently purchased the Boyle property in South Ottawa.

The Essex County Agricultural School is asking the legislature for money for a new greenhouse which will cost about $6800. This school is proving very successful in turning out students of ability.

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T. R. BEGONIA BULBS, BAMBOO STAKES green and natural, RAFFIA natural and colored. VALLEY PIPS Dutch and German Type. Rosa Multiflora JAPONICA Seeds and Stocks.

**FOR FALL SHIPMENT, 1921**

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

**McHutchison & Co.** 95 Chambers St. NEW YORK



**HAIL STORMS**

In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection. Address

**JOHN G. ESLER, Sec.**
**Saddle River, New Jersey**



**SCHOOL OF HORTICULTURE FOR WOMEN, Inc.**

(18 miles from Philadelphia)
AMBLER, PA.

Offers Two-Year Diploma Course fitting women for self-support or oversight of own property, beginning January 17, 1921. Practical work in greenhouses, gardens, orchards, poultry plant, apiary, jam kitchen. Lectures by competent instructors.

ELIZABETH LEIGHTON LEE
Director

Catalogue

# ADVERTISING AND SELLING

Economical store management is not trying to save on essentials but using every opportunity to prevent unnecessary expenditures all along the line. This can be carried even to the matter of checks which a firm sends out. And it seems to me that Charles L. Baum, of Knoxville, Tenn., has originated a check which is the best of its kind I have ever seen. This, of course, has no reference to the amount for which the check is filled out.

It's a good looking check in the first place, printed on white paper, with "Baum's Home of Flowers" across the top, and "Say It with Flowers" just beneath. It's a check that advertises Baum's and advertises the florists' business.

At the lower left hand corner is a ruled space in which is written the name and address of the concern to whom the check is to be mailed. When slipped inside an open face envelope there is no addressing to be done. At the upper left hand corner is a space for invoices, where appears the amount of the check, the date of the invoice and the object for which it is drawn. In this way the check becomes an unquestionable receipt, giving all the details.

Strictly speaking, this paper is a combination check and voucher, serving the purposes of both, and, in addition, it is a good advertising document. It minimizes the amount of bookkeeping required, and makes an excellent impression upon the man who receives it.

Incidentally, I might say that Mr. Baum shows his public spirit by using an envelope on the back of which appears a rousing boost for Knoxville, "Tennessee's Record-Breaking Third City."

What is advertising anyway? In its essence it is merely telling somebody else that you have what you think he would like to have. The subject is discussed somewhat at length by Paul Findlay, of the Retail Public Ledger, of Philadelphia, and what he says, I think, is very much to the point.

"Ask the average dealer why he does not advertise and he will say—leaving out the pure fool answers about how 'his trade knows where he is' and the like—that he 'has nothing special to advertise' or that he 'doesn't know how to put things into print.' Yet a grocer, say, of even mediocre intelligence who meets a customer inside his store or elsewhere has no difficulty in saying: 'Say, do you know that my store is headquarters for good cheese—the "kind with the snappy flavor?"' "

That is all that advertising is—just saying in print what you would say simply and naturally to anybody you chanced to meet.

"You don't dance a jig or 'cut up' a frolic when you tell people about anything in your store. But some people have a notion that they must shout, yell and behave 'puff'ly scan'alous' when they go into print. That is all wrong. Advertising is simply saying, in quiet, plain, sincere good English, what you have to offer. And it is not a bit necessary that you have anything the other stores have not, despite the almost irremovable obsession to the contrary entertained by most retail store owners."

## HAS OUR PUBLICITY CAMPAIGN HELPED TO SELL MORE FLOWERS?

This was a query we would get very early in the stages of our advertising. Then came the period when our campaign sunk in a bit and was followed by retailers doing more advertising on their own initiative and by encouragement from our National Campaign. Then came the co-operative advertising in many of the cities which has kept increasing in some centres, due to the efficient manner in which they are receiving local subscriptions, and where all are paying in like proportions, which, of course, is the healthful way.

We also note a tendency in localities where the plan is not equitable to fall off in the co-operative advertising as well as in retail florists' personal advertising, due to the enthusiasm being on the wane caused by the relaxation of the co-operative advertising, which, of course, is the natural trend of action, one depending on the other.

Have you noticed in the districts where advertising is being carried on the increased demand made for more flowers, also the contrary condition where advertising is not carried on? Success will come only by continued and persistent advertising.

Now, a new query comes to me every now and then, which is a healthy sign and should ordinarily be a regular thing, namely—What has become of national advertising in the magazines? How many have missed it lately and why has it not appeared the past few months?

Well, the answer is simple. Your Publicity Committee cannot function unless they have the money to carry on, and they prefer to wait until the funds are available and in the treasurer's exchequer before they can contract for magazine advertising. We


**As Sure As You Are A Foot High**

many items will be out of the market just when you want them. So why not get our Bulletin right now—a postal card with business address will bring it—and you must be interested in the following:

APPLES, a general list—good kinds too.
PEARS, big quantity Bartlett. Also other varieties, 3 yr. old. Fine for retail trade.
DWARF PEARS too, at right prices.
PEACHES, take no back seat in growing this item. Lots of Elberta, Carman and J. H. Hale.
ORNAMENTAL TREES, Norway, Silver and Ash Leaf Maples, from 6 ft. up to 15 ft. high.
EVERGREENS, about cleaned out, except Arbor Vitae, a good quantity from 12 in. up to 6 ft.
BERBERRY THUNBERGII, you know we are the largest growers in the world. 2-3 ft., 18/24 in. and 12/18 in. grades. Also Seedlings.
CHERRIES, not long on—mostly sour varieties.
CALIFORNIA PRIVET, some nurserymen say it is out of the market—come to us—can offer you 2-3 ft. 18/24 in. and 12/18 in. strong 2 yr. grade.
AMPELOPSIS VEITCHII, strong 2 yr. grade. Also Seedlings at very low prices.
FRENCH APPLE and ROSE STOCK, quoted here at Manchester. Most of them trimmed ready to plant.
ORNAMENTAL SHRUBS, you should see our list before you buy.
ROSES, Climbing and H. P., a long list of scarce kinds.

Please let us hear from you if you want SERVICE and GOOD STOCK this Spring. WE CAN SERVE YOU RIGHT.

**C. R. BURR & CO.**
**Manchester -- -- Connecticut**

will soon feel the need of its continuance, and when we do will have to use twice the effort to get back where we were a year ago.

Phillips Brooks once said:—"Be courageous. Be independent. Only remember where the true courage and independence come from." How well this reminds us of our national campaign. Let's see:—Be courageous—we were, particularly when we entered into a campaign when the majority felt it was not the proper time. Be independent: we took a decided stand, and went ahead. Only remember where the true courage and independence came from.

In the midst of co-operative and other forms of publicity don't forget your national campaign which gave the support and lent enthusiasm for still greater advertising among florists than ever before. Support your fund and keep the ball rolling so that all will benefit as well as yourself.

We must be ready to prove the worth of our campaign by sending in our own contribution.

HENRY PENN.
Chairman, National Publicity Campaign.

### HILL'S AMERICAN ROSE

The following request has been received from The E. G. Hill Company, Richmond, Indiana, for registration of a rose, and this has been approved by the Rose Registration Committee. Unless objections are received within three weeks from the date of this publication, the registration will become permanent.

Name—Hill's America.

Class—H. T.

Parentage of Rose—Rose Premier x Hoosier Beauty.

Description:

Habit of Plant—Strong, large grower, thornless.

Character of foliage—Dark in color, large.

Freedom of growth—very free.

Flower—Immense.

Color—Rose Pink.

Form—Pointed bud—finely finished, long.

Fragrance—June fragrance.

Petalage—

Freedom of bloom and lasting quality—extra good.

The rose is somewhat similar to Columbia but is different in bud, much longer and superior for the following reasons: On account of form of bud and color, which is intermediate between Columbia and Rose Premier.

Offered by The E. G. Hill Co.
February 5, 1921.

**Lily of the Valley** (New Crop)
LONDON MARKET STRAIN
1000 Pips, $33.00 Case 2500 Pips, $80.00
Book now with us for your weekly or monthly shipments from ice storage
Prices on application.
GLADIOLUS FOR FORCING
and Hardy Colored Lilies Ready
CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

IF IN NEED OF
**RELIABLE NURSERY STOCK**
that is well grown, well dug and well packed
Send to the **BAY STATE NURSERIES**
Wholesale and Retail North Abington, Mass.

We Are Headquarters for The BEST OF EVERYTHING in
**PEAS, BEANS, CORN AND VEGETABLE SEEDS**
Glad to quote for present delivery or on growing contract for future delivery.
**JEROME B. RICE SEED CO.** Cambridge, N. Y.

"SEEDS WITH A LINEAGE" ALL VARIETIES
Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue.
CARTERS TESTED SEEDS, INC.
166 Chamber of Commerce Bldg., Boston, Mass.

SEEDS AND BULBS
**Boddington's**
128 Chambers St., N. Y. City

**Garden Seed**
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
**S. D. Woodruff & Sons**
82 Dey St., NEW YORK and ORANGE, CONN.

**The Successful Florist is the Liberal Advertiser**

# —HORTICULTURE—

Established by William J. Stewart in 1904

VOL. XXXIII February 25, 1921 No. 4

PUBLISHED SEMI-MONTHLY BY

HORTICULTURE PUBLISHING COMPANY

739 Boylston Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor



ADVERTISING RATES:

Per inch, 30 inches to page ..... $1.50

Discount on Contracts for consecutive insertions, as follows:

One month (2 times), 5 per cent; three months (6 times), 10 per cent; six months (12 times), 20 per cent; one year (24 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**Seventy-Four To One**

The statement is made with authority that of three hundred grocers investigated only four made more than $2,000 profit during the past year. We wonder how this would compare with the retail florists. It is safe to say that fewer florists are obliged to file an income tax return than is commonly believed. Here and there certain florists stand out conspicuously because of the success which they have made in their business, but how about the rank and file? Take any list at random and it is easy to pick out a large percentage who would refuse to admit making any but a very moderate income.

Now what are the reasons for the failure of the majority to get larger returns? Of course these reasons may be multifold. Possibly the location is not a good one. Perhaps there is a handicap in the matter of capital. Nevertheless, the chances are that either the accounting system used is not sufficiently accurate to show the florists their precise profits, or else there is something wrong with their business methods. In the former case it is important that the system be changed, for otherwise there is real danger that the florists may be hauled up by the government for making false and inadequate tax returns. Every man in business is expected to keep track of his receipts and expenditures, and no excuses are accepted by Uncle Sam.

If the difficulty lies in the second direction, it is important that the errors be corrected as quickly as possible. In many cases it will pay to have an expert accountant come into the office, for all too often the trouble lies in faulty bookkeeping, or in the failure of florist to keep adequate accounts of all the money which passes through his hands. One other leak comes in bad debts, and it is very much to the welfare of the florist if he gets his business onto a cash basis to as large an extent as possible.

**England vs. America**

It is interesting to read in the Horticultural Trade Journal of London, Eng., an article by Mr. M. C. Allwood, in which he says that America is falling far behind in the production of carnations, not so much in the quantity as in the quality of their novelties. We wonder if Mr. Allwood could have made this claim in all faith if he had been present at the recent convention in Washington, or, for that matter, at the last meeting of the Gardeners' and Florists' Club in Boston, when carnations were shown in great abundance. We have an idea that the Englishman is somewhat biased, and would question his statement that England is today the Mecca of the carnation world, or that all who want the best carnations go to that country for them.

And how about this statement, "American market growers are giving up carnation cultivation through lack of lasting qualities in the flowers, either through improper methods of cultivation or the failure to raise varieties whose flowers will last?" We imagine that this will be news to the carnation men of America.

Mr. Allwood criticizes the never ending stream of white and pale pink flowers, which he says limits the market in price with cut carnations, as the public gets tired of too much repetition, and requires a new color. He says: "All too many market salesmen and growers shudder at the thought of any variety supplanting White Perfection, Beacon and Enchantress as for a new claret, apricot or fancy carnation."

If the growers in England are sticking to these varieties, we wonder where the great advance about which Mr. Allwood talks come in. There are plenty of carnations grown in America far ahead of Beacon. No doubt, however, Mr. Allwood is right when he makes one prediction, saying that in the future growers will develop scent, lasting qualities and the general constitution of the plants as well as increasing winter productiveness.

Is his statement true that the principal carnation buying countries are Africa, Australia, New Zealand and Holland, with Japan becoming interested?

**As to Coal**

Like Banquo's ghost, the coal situation will not down. Just now florists are faced with a problem which spells money saved or money lost, depending upon the way in which they settle it. Ordinarily the coal men preach early buying, with gloomy predictions as to what the future will bring forth; but as a rule prices have been lower in the past in June than in March. The same view of the situation is being presented this year, but from all the evidence which can be unearthed, the statement that coal has reached its low point sees likely to be founded on fact.

Conditions are still abnormal. At present a large amount of coal has been accumulated at the mines. The coal business is less than usual at this season because of the fact that industries everywhere have closed down or have gone on short time. What will happen in the near future depends largely upon the way business acts. If, as is confidently expected, manufacturing starts up again in a few weeks, there will be an immediate demand for coal, because the first thing the manufacturer tries to do is fill his coal bins. If that happens, prices will immediately go up.

If business remains stagnant for a long time, probably it will be possible to buy coal almost as cheaply in mid-summer as it is now. But all optimists in the business world look to an upward movement in business affairs very shortly, in which case a florist who buys his coal now will be doing himself a good turn; and at the best coal is not likely to go much lower.

## NEW ENGLAND GROWERS MEET

### Discuss Many Important Matters at a Banquet in Boston

There was an enthusiastic meeting of the New England Growers' Association at the City Club in Boston, last Saturday night. A banquet was held at 6.30, and at its close several hours were given to a discussion of matters of great importance to the members. Before the association went into executive session, however, a brief but valuable talk was given by Mr. J. F. De Chant, who gave many points on salesmanship.



SECRETARY GEORGE MOISE

He explained that while the growers occupied a little different position from retail florists or the wholesalers, they still were salesmen, because they had to find buyers for their goods; and as a matter of fact, every man who did honest work was a salesman, selling goods, ideas or labor. He pointed out that all salesmanship was based on laws, with the fundamental law of honesty at the base. Every man on the road, he said, who padded his expense account was violating this fundamental law, and so weakening his ability.

Mr. De Chant emphasized the value of personality, saying that a man with a grouch was in no condition to meet customers, because the first thing a salesman must do is to create a favorable impression.

It was stated that any line of business was improved when everybody connected with it worked together in co-operation instead of in sharp competition, because in this way more business was created for everybody. That was why a general advertising campaign in which everybody in the trade had a hand proved of value to producers and retailers alike.

Prof. De Chant was given a warm vote of thanks, and incidentally a huge bunch of carnations.

Taking up the real business of the evening, Pres. S. J. Goddard called upon Secretary Moise for a report of the convention at Washington. Mr. Moise went into details, telling of the various matters discussed, and dwelling upon the high character of the national officers. Mr. Moise also made a report on the possibilities of co-operative buying, a matter in which the members of the association were much interested, and which promises to be of great financial value to them.

The question of coal was brought up, and statements of the members showed that prices charged them had varied greatly, but that $16.00 a ton was the most paid by any grower last winter. It was the general opinion that coal could be bought at as reasonable a price now as was likely to be the case this season.

Mr. Allan Peirce stated that it had paid him well to stick by one dealer who had bought his coal for him on a commission basis, and given him all he needed. Mr. Peirce gave an interesting report of what he found on a trip to the mines last year, when many small miners were digging coal out of the mountainsides and carrying it to the cars on wagons, making no attempt to clean or sort it.

## CONNECTICUT NURSERYMEN

At the 14th annual meeting of the Connecticut Nurserymen's Association, Kenneth Gillett of Southwick, Mass., spoke on "Native Plants and Their Uses." John Barnes, of Yalesville, Conn., spoke on the "Duty of the Nurseryman to His Customers." State Forester Walter O. Filley of New Haven gave some interesting information in a talk entitled "Thoughts of Interest to Nurserymen," and Dr. G. B. Clinton of New Haven enlightened the nurserymen on "Fungi."

The following officers were elected: President, Henry W. Gottschalk, Manchester; vice-president, William W. McCartney, New Haven; secretary, Frank J. Rippin, Manchester; treasurer, William W. Hunt, Hartford.

President Gottschalk appointed the following committees:

Executive—The officers, C. R. Burr, Manchester; F. S. Baker, Cheshire; W. E. Campbell, New Haven.

Legislative—C. F. Brainard, Thompsonville; John Barnes, Yalesville; C. R. Burr, Manchester.

Entertainment—P. M. Hubbard, Bristol; W. E. Campbell, New Haven; C. F. Brainard, Thompsonville.

Publicity and Membership—F. L. Thomas, Yalesville; W. E. Campbell, New Haven; F. S. Baker, Cheshire.

Ladies' Committee—Mrs. C. R. Burr, Manchester; Mrs. H. W. Gottschalk, Manchester; Mrs. F. J. Rippin, Manchester; Mrs. P. M. Hubbard, Bristol; Mrs. W. E. Campbell, New Haven; Mrs. F. S. Baker, Cheshire; Mrs. C. F. Brainard, Thompsonville; Mrs. John W. Barnes, Yalesville; Mrs. W. W. McCartney, New Haven.

Mr. Campbell was responsible for the presence of the ladies. He made an eloquent plea at the summer meeting in their behalf. Wanted us all to bring our wives and sweethearts—give them a good time, he said. So "Old man" Burr, over in Manchester, closed up his office and sent all the girls in for good measure. And Campbell—left his wife home, 50 miles away, playing bridge.

George H. Harris, late of Greenbrier, Tenn., now with C. R. Burr & Co., of Manchester, attended the meeting.

F. J. RIPPIN, Sec.

When Writing to Advertisers Please Mention Horticulture

**Horticultural Books**

For Sale by
HORTICULTURE PUB. CO.

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| Encyclopedia of Practical Horticulture | $16.85 |
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| Violet Culture. Galloway | 1.50 |
| Greenhouse Construction. Taft | 1.50 |
| Sweet Peas up to Date. Kerr | 1.50 |
| Plant Propagation, Greenhouse and Nursery Practice. Kains | 2.25 |
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| The Art of Outdoor Rose Growing. Thomas | 6.00 |
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| Vegetable Gardening. R. L. Watts | 1.75 |
| The Nursery Manual. Bailey | 3.25 |
| Principles of Floriculture. E. A. White | 1.75 |
| Foundations of American Grape Culture. Munson | 2.00 |
| Plant Materials of Decorative Gardening. Trelease | 1.00 |
| Aristocrats of the Garden. Wilson | 5.00 |
| Balley's Cyclopedia of Horticulture, 6 volumes | 48.00 |

# CARNATION NIGHT

## Many New Varieties Shown to the Gardeners and Florists of Boston

Carnation night is always an evening of importance with the Gardeners' and Florists' Club of Boston, and the one held at Horticultural Hall, Tuesday, February 15, was no exception. The attendance was large, and the exhibits remarkably comprehensive, including most of the newer varieties now under trial.

Sam Goddard showed several Dorner seedlings, including Happy Day and the Lark. He said that the latter was very free blooming, although not very large. Mr. Goddard also had a display of Laddie which was extremely fine. Mr. Edward Winkler had some new seedlings and Mr. M. A. Patten showed Thomas Joy, an intensely white carnation which seems very promising. Mr. W. D. Howard also had a large collection of different varieties. Mr. James Methven showed some white carnations grown from plants which were cut back last June and left in the benches. He said that he had found that these carnations came along very well if cut high, but did not bloom nearly so freely when cut low. He said that they were almost as early as flowers from new stock.

Paul F. Brigham showed the new pink carnation, Barbara, of which he now has a thousand plants, and considers a promising commercial variety.

Mr. Doherty showed a collection of sweet peas, "Rose Queen," which looked very good, and Mr. W. N. Craig showed tulips and daffodils. He said that the daffodil "Silver Spur" forced just as easily as "Golden Spur," and was larger, and that "Flamingo" had proved an excellent tulip for early forcing.

Several prominent carnation men were on hand and spoke briefly. President W. D. Howard, of the American Carnation Society, described his methods of sterilizing the soil by using inverted pans with steam pipes underneath. He said that he believed new soil was preferable to sterilized soil, but if the same soil had to be used over again, it was improved greatly by sterilization. This fact, he said, had been demonstrated by carefully conducted check plots. He emphasized the necessity of using plenty of manure with old soil, saying it was foolish to depend upon the feeding which the soil had received during the growing season.

Mr. S. J. Goddard reported on the Washington convention, saying that it had a better display of new varieties than for several years. He said that in his opinion the carnation had been greatly improved in the last few years, as was shown by comparison with some very well grown blooms of Lawson shown in Washington. He said the carnations of today had better stems, better color and flowered more freely than those of a few years ago. In reply to a criticism which had been raised in some quarters that the flowers at Washington were not arranged well, Mr. Goddard said that it was purely a commercial exhibit, and best to have all the flowers arranged alike so that they could be compared readily by the growers.

Mr. William Sim told of the carnations grown at his place in Cliftondale. He called White Delight the best white and said that, while Matchless was good in the spring, White Delight beat it out all winter. White Benora he called handsome in the fall, but not in the middle of the winter, and said that it required a lot of pinching. It's a pretty variety, but costs too much to produce. Laddie he considered the best pink. In fact, he praised it very highly, saying it had practically no fault. He said that Pink Delight was a standard and nothing had been found to take its place yet. It was not equal to Laddie. He said he had grown Ruth Baur, but would not grow it again.

Mr. Sim aroused considerable interest by saying that in his opinion Morning Glow was the most profitable carnation ever introduced, flowering continuously and having few faults. He had found Aviator the freest blooming red. It has weak stems in the middle of the winter, he said, but that fact doesn't seem to affect its sale. Herald he had found a strong grower and a steady bloomer, although the color was not just right.

The secretary was instructed to send a letter of sympathy to Mr. Gustave Thommen, correspondent of the Florists' Exchange, and a well known member, who was seriously ill.

The number of new members admitted was unusually large. The names were as follows:

B. I. Letson, 90 Bloomfield St., Dorchester.

Kenneth R. Craig, Faulkner Farm, Brookline.

Herbert H. Fletcher, 785 Centre St., Newton.

Walter P. Bashaw, 132 Low St., Newburyport.

Frank McAuley, 564 Heath St., Chestnut Hill.

Miss Christine A. Norton, Medfield.

J. C. Harris, 43 Beale St., Brookline.

James C. Gibson, Heath St., Brookline.

John A. Anderson, 5 Buckminster Rd., Brookline.

Harold G. Cathie, 269 Warren St., Needham.

James I. Hanley, 108 Jackson St., Newton.

John T. Cooke, 67 Beacon St., Boston.

Peter McDonald, 100 Goddard Ave., Brookline.

Daniel A. O'Brien, 218 Tremont St., Boston.

Edward L. Higgins, Cohasset.

Patrick J. Sheehan, 264 Aspinwall Ave., Brookline.

E. T. Denham, 52 Astor St., Boston.

MAINE SUNSHINE
WHITE DELIGHT

Strout's Splendid New Carnations

They have carried the trade by storm

MAINE SUNSHINE
Rooted cuttings $15 per 100
" " $120 per 1000

WHITE DELIGHT
Rooted cuttings $12 per 100
" " $100 per 1000

STROUT'S, Inc. Biddeford, Maine

**BOBBINK & ATKINS**
NURSERYMEN,
FLORISTS, PLANTERS
Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

**Nephrolepsis Norwood**
BEST CRESTED FERN
4 inch pots, extra heavy, $35.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

**E. W. FENCAR**
*Chrysanthemums*
147-187 LINDEN AVE.,
IRVINGTON, N. J.

**Burpee's Seeds Grow**
Wholesale Price List for Florists and Market Gardeners
**W. Atlee Burpee Co.**
Seed Growers Philadelphia

SPECIALTY
EASTER POTTED PLANTS
TO THE TRADE ONLY
A. L. MILLER
JAMAICA NEW YORK

**HIGH GRADE PLANTS**
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

**CUT FLOWER BOXES**
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

## George Watson's Corner

"You in your small corner and me in mine."

Supply and demand governs prices—everybody understands that. But if one wholesaler happens to get a little more for the same quality than another wholesaler—through fortuitous circumstances, or superior generalship—don't the grower howl! You can bet your boots he will, if he isn't shipping to the right house. He thinks he's being stung and next season another outlet will handle his. That's the way he talks to himself. So they keep changing around until they have tried them all. And then what? Ask anybody. The answer is: handle your own stuff and get all that's coming to you. Sure thing. Well, a lot of them have tried that and although they won't admit it (some of them)—they are sadder and wiser men today. The sum and substance of the whole thing is that wholesaling is a business in itself and takes a lifetime's experience, great breadth of view, a deep knowledge of human nature, quick and decisive judgment to suit circumstances and all the finest attributes of men who know how. You can't get these attributes from an amateur.

The wonderful fertilizer that will kill weeds on the lawn and yet not damage the grass any is having its innings in the daily press these days. The same thing has been going on ever since I can remember, which is now close on half a century. Every generation apparently produces a new crop of foolish people who learn nothing from the experience of their progenitors. Weeds are stronger than grass, else they wouldn't be weeds. Can't they get that simple fact through their heads? Apparently not. Weeds are stronger than grass. A weed is so mighty strong it will come up in spite of you. Whereas grass has to be cultivated. As all experienced gardeners will tell you, the thing to do if you want to have a good lawn is to get rid of your weeds first. And that can be done in one way only and that is by fallowing. In other words, after your ground is all prepared in the spring, don't sow your grass seed. Wait for the weeds to come up. Then harrow them up crop after crop until early fall. Then you can sow your grass seed and you'll have no weeds.

Yes! We all take our hats off to Boston. Five presidents—fine. Philadelphia, especially, takes the Quaker

**STUMPP & WALTER CO.**
SEEDS AND BULBS
30-32 Barclay Street
New York City

**W. E. Marshall & Co.**
SEEDS, PLANTS AND BULBS
Horticultural Sundries
166 W. 23rd St., New York

BRECK'S HIGH GRADE
FLOWER SEEDS
AND BULBS
We Carry a Complete Line for the Florist
LILIUM GIGANTICUM ALBUM
MAGNIFICUM RUBRUM
MELPOMENE AURATUM
In All Sizes Held in Storage
(Send for Florists' Price List)
JOSEPH BRECK & SONS, CORP.
BOSTON, MASS.

EVERYTHING IN CUTTINGS
AND SMALL POT PLANTS
MAGIC HOSE
SEEDS AND BULBS, NICO FUME
ROMAN J. IRWIN
IMPORTER
43 West 18th Street NEW YORK

**Nursery Stock**
FOR THE FLORISTS' TRADE
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hat off to the Pilgrim bonnet, and makes due and cordial observance. Boston and Philadelphia were the pioneers in early colonial days in horticultural development in this country, and they still hold their own in a modest, quiet way. Boston seems to have about everything in clubdom but the seedmen now and she may get them next, as there are some pretty live ones in that line around old Faneuil Hall—although we refrain from mentioning any names at this juncture.

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The trade will be sorry to hear that Howard Earl has been very ill for the last two weeks. Edward C. Duncan, general manager of the William Henry Maule Co., has also been under the weather for some time.

---

I had a queer dream the other night. It seems I was at a florists' banquet at Lancaster one evening. Many strange and wonderful things happened in that dream. It was very interesting and there were all kinds of characters in it. But like most dreams the details faded quickly in waking moments. One incident, however, remained very distinctly and that was when the chairman announced: The next number on the program, ladies and gentlemen, is a very important one. I have the honor to announce one of the gems of the evening by a past master. It gives me great pleasure to introduce to you Mr. Elmer J. Weaver of Ronks who will recite his celebrated masterpiece, "A Message to a Violet," accompanied by a policeman. (Loud applause.) I beg that you will all restrain yourselves, and listen to this rendition with decorum, else I am afraid I will not be able to answer for the consequences. (Boom!) And then I woke up. Dash it!

---

## NEW CARNATIONS

None of the present day breeders can enhance their carnations or roses in the matter of freedom along the lines followed by them now. There is no reason why Mr. E. G. Hill and others should not have roses that will be more free continuous, etc., as well as "Columbia" quality plus! Or, why do the breeders not give us Druskhi quality and 100 per cent hardiness, etc., plus?

Re—carnations as being bred today there can be no advance in freedom, etc., simply because they are not being bred for it, nor are our carnations in most cases as healthy as they should be. All these things obtain because of methods. No one can go beyond one's vision,—true in religion, politics, evolution, business, etc.; we worship small men, small ideas—because we look at these men, etc., as big men, etc., and cannot see their true size as subjects for the microscope! Oh! Indeed! There be exceptions? We have had a very diverse experience in breeding so have observed some things that count despite the present scientific conclusions. If one reads—Babcock and Clausens (McGrow Hill Co., N. Y., $4.00) is the very best book on breeding in its broadest aspects. Today every breeder should get it—a gold mine! But DeVries Mutabiano Theorie and Darwin's plant breeding also are gems—needful and helpful!

Now to carnations:

I have developed a hardy type equal in quality of size of Matchless at the same dates but vastly more free, better colors in the open or under glass in hot bright June and July.

I expect to have a big block of seedlings this year and a larger one next year. These, I think, in Tennessee, will give a big crop after the peonies are over, then in September and October before freezing, and later on a continual type.

I have given a big study to Malmaisons and a close study to all carnations as to their whims and caprices.

E. BETSCHER.

---

## ERLANGEA TOMENTOSA

The month of February is a season that does not furnish us with too many flowering plants, and anything that will help out at this time of the year is always acceptable. "Erlangea Tomentosa" is a plant that always can be relied on at this season. Its mauve or lilac colored flowers have, I find, an attraction for many people; also, its herby fragrance is quite pleasing. The flower panicles have the shape of a Eupatorium, and the general habit is somewhat similar.

The genus comes mostly from tropical Africa and there are said to be about thirty species. E. tomentosa is the only variety I have ever seen in cultivation, but has been around Boston, for about a dozen years. The cultivation of the plant is quite easy, it being easily rooted from cuttings in the spring.

One would naturally think that, coming from tropical Africa, a high temperature would be necessary to succeed with the plant. This, however, is not the case, as it grows and flowers beautifully around 50 deg. night temperature, and can be kept in good condition if required for late flowering at a much lower temperature. Plants

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may be grown in pots, in bush form, similar to a chrysanthemum, pinching them up to the same date. A friend of mine has grown a nice batch for cut flowers this season on a bench.

Used as a cut flower some complaints have been made that they do not take the water well; however, if one places them in water, as warm as the hand can easily be held in, there will be no trouble on this score. We cut the night before using, and let the water cool of itself, in the cold closet.

Loam used for growing chrysanthemums is what the plants like to grow in; water and pinch the plants during the summer. That is all that is necessary, potting them as they require it; nice plants may be had in eight inch pots, in one season.

The plants may be watered with manure water, or any good fertilizer when they are well rooted, in their flowering pots. The only insects I have seen on Erlanger is green fly, which may be kept in check, by fumigating with any of the market tobacco fumigants. I find that they are one of the plants that are very sensitive to hydrocyanic gas.

GEORGE F. STEWART,
The Vale,
Waltham, Mass.

### RECEIVER FOR WABAN ROSE CONSERVATORIES

Attorney Francis G. Goodale of Boston has been appointed receiver for the Waban Rose Conservatories of Natick by the Federal court. The appointment followed a petition from the Anderson Coal Company of Cumberland, Md., which claims to hold a mortgage on the property, asking that a receiver be appointed to preserve the assets of the concern and charging that both taxes and interest on the mortgage are overdue.

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## THE INTERNATIONAL FLOWER SHOW

With the various promises of support in the way of interesting exhibits taking material form, all doubt is removed as to the success of the Eighth International Flower Show, as far as the larger exhibits are concerned. In addition to the big exhibits already reported, our committee is pleased to announce an exhibit by Mr. W. R. Coe of Oyster Bay, L. I., of what will most assuredly be regarded as the most comprehensive collection of camelias ever staged in this country, or perhaps in any other. Plants in tubs, in profusion of bloom, will be exhibited, and it is expected the number of varieties will be large, as the collection now possessed by Mr. Coe includes fifty-seven varieties. The collection of cut camelia blooms staged by Mr. Coe at the last show was most interesting and attracted a large amount of attention. It was especially pleasing to the older among the public, inasmuch as they saw the blooms which, years ago, took the place of the orchids and gardenias of today, and the procuration of which was always a matter of concern to the florists of those days.

Another exhibit expected to attract considerable attention will be one composed of cut material from the greenhouse of Mr. Joseph Widener of Elkins, Philadelphia.

The plan of the show, as laid out months ago, is now practically complete. Competition in the largest group class is likely to be very keen, entries already received assuring this. All the other group classes are well filled, and this year there is an increase in the entries for the class covering the 500 feet group of flowering plants arranged for effect, orchids excluded, but suitable accessories allowed. It was difficult in previous years to secure two entries, but this year there are three. The prizes in this class amount to $1,000.

It has been necessary this season to allot much more space than customarily for the competitive exhibits, and the committee is greatly elated over this condition. It seems more than likely that the final show in the Grand Central Palace will be the largest and best ever staged on its floors.

The committee is most earnest in the request made for small exhibits. Very many florists, and private growers as well, could stage a vase or two of some flower or other. Subjects such as antirrhinum, wallflowers, iris, myosotis, or stocks, for instance, are

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interesting to everybody and the more they are seen, the better for the florists' business.

The Official Catalogue of the Show is well under way—it really should be called a handbook, for it is full of valuable information on horticultural matters, and is preserved as a book of reference.

Available space in the trade section is growing less almost daily. Exhibitors in this section evidently appreciate fully the advantages presented by a class exhibition of this kind, which brings prospective customer and nurseryman or merchant into personal contact, resulting to the good of each.

Additional exhibitors not previously reported are:—

Burlington Willow Ware Shop, Burlington, Ia.

Flowerfield Co., Bemus Point, N. Y

W. H. Lutton Co. New York.

Associated Motors Co., New York

S. A. Dawson, New York.

The window poster cards, and the large billboard three-sheets are ready, and many of the former are already displayed in florists' windows. The management will be grateful for the courtesy of proffered assistance in window display of the poster, and will forward cards to all who can find a place for them in their establishments.

JOHN YOUNG,
Secretary.

Mr E H Richardson, of Greenfield, Mass., was one of the Massachusetts florists to attend the convention of the National Carnation Society at Washington.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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MADISON, N. J.

# LEMON OIL CO.'S STANDARD INSECTICIDE

SOLUBLE IN WATER — NO ODOR — NO POISON

Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants, and without odor. Used according to directions, our standard insecticide will prevent ravages on your cropping insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fine for Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals kept in a range. Dilute with water 50 to 75 parts.

½ Pint, 30c; Pint, 50c; Quart, 90c; ½ Gallon, $1.50; Gallon, $2.50; 5 Gallon Can, $10.00; 10 Gallon Can, $20.00. Direction on package.

**LEMON OIL COMPANY**
Dept. S
420 W. Lexington St., Baltimore, Md.

# USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

Pulverized or Shredded
**CATTLE MANURE**
Pulverized
**SHEEP MANURE**

The Florists' Standard of uniform high quality for over ten years. Specify: WIZARD BRAND in your Supply House Order, or write us direct for prices and freight rates.

**The Pulverized Manure Co.**
34 Union Stock Yard, Chicago

## DREER'S
Florist Specialties

New Brand New Style "Riverton" Hose
Furnished lengths up to 500 ft. without seam or joint.
The Hose for the Florist
¾-inch, per ft. 22c
Reel of 500 ft., per ft. ..... 21c
2 Reels, 1000 ft., per ft. ..... 20c
½-inch, per ft. 19c
Reels, 500 ft., per ft. ..... 18c
Couplings furnished without charge



HENRY A. DREER
714-716 Chestnut St.
Philadelphia, Pa.

## Dreer's Peerless Glazing Points
**For Greenhouses**




Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts.
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
1000, 90c, postpaid.
Samples free.
HENRY A. DREER,
714 Chestnut Street,
Philadelphia.

WE ARE SPECIALISTS IN
**Greenhouse Glass**
Free from Bubbles
Uniform in Thickness
**PAINTS and PUTTY**
**Greenhouse White** (Semi-Paste) The Paint Particular Florists Prefer
It will pay you to get our estimates
**The Dwelle-Kaiser Co.**
251 Elm St. BUFFALO, N. Y.

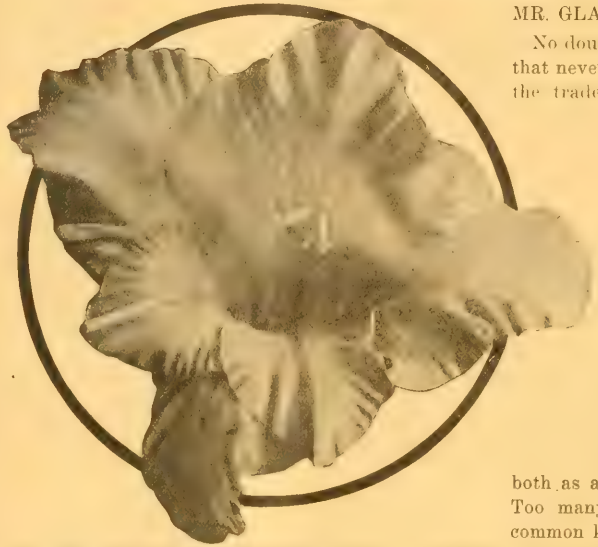
**Greenhouse Heating and Plumbing**
Boiler repairing and refitting are my specialty.
With my long experience and personal supervision I can guarantee first-class work.
**D. V. REEVES**
EAST DEDHAM, MASS.

# SKINNER SYSTEM OF IRRIGATION




SKINNER SYSTEM OF IRRIGATION
The Skinner Irrigation Co., 227 Water St., Troy, Ohio

# It will pay you to read the letters below from well-known authorities



MR. GLADIOLUS GROWER:

No doubt you know the Kunderd Gladiolus and that never before have I had a surplus to offer to the trade. These new Gladioli have grown so rapidly in popular favor that even now, these "dull times," I can only spare stock of a limited number of kinds to a few growers. Last year I sold over $53,000.00 worth of bulbs and this year the sales will probably nearly reach this amount if not more, and if not for the "dull times," would have reached $80,000.00 to $100,000.00. All this business has been built up in 10 years and before Gladioli became as popular as now. The Gladiolus is fast becoming by far the most popular of all summer flowering bulbs (or plants), and rightly so, both as a garden ornament and as a cut flower. Too many growers are still growing the more common kinds and not keeping up with the finer new things, and are thus losing the best returns.

**Mr. John Zeestraten, East Bridgewater, Mass., in a letter dated January 4, 1921, wrote me as follows:**

Dear Sir:

Yours of December 31 received and I thank you for letting me have the 25 Marie Kunderd for $100.00. I am buying this to work up a stock from, and don't care what a bulb costs as long as it is good. I sincerely think your Gladiolus the finest in the world without any exception. And not only that, but good money makers for the grower. I grow many varieties originated by you including all your Glorys and have made money on all of them. I have Norton and Mary Fennell which are hard to beat. Purple Glory is a "beaut."

**On receipt of above, I wrote Mr. Zeestraten that I would like to use his letter for this advertisement to show other growers what can be done. He replied as follows:**

Dear Sir: East Bridgewater, Mass., Jan. 10, 1921.

Yours to hand and you can use anything out of my letter you may see fit. Yes, Mr. Kundred, I think your Gladiolus wonderful and as a grower know them to be fine money makers. I have sold over 10,000 young bulbs of Norton alone this year, besides its bulblets at $50.00 per quart.

Next year after I have paid for my farm, I am going to get only new varieties from you, and be one of the first to have something new for sale. You are right in buying only the best because a plant or bulb is never expensive when it is good. We always did this way in Holland and found it very profitable, and I am doing the same now. Four years ago I started here without a cent and only a few bulbs and now I own a little place in Mansfield and have a fine 50-acre farm here with good buildings, and almost all paid. I made enough on "Norton," "Orange Glory" and "Mary Fennell" to pay over one-half of this place. So you see what Kunderd's varieties have done for me. I am sure I will make good in a few years on the "Marie Kunderd." I must not forget "Lilywhite." Last spring I bought bulblets of it from Mr. Meader for $150.00. This fall I sold a fine lot of young bulbs from it, but have a nice lot of young stock left for myself.

Respectfully yours,
(Signed) John Zeestraten.

**Many of our best growers have built up in this city. Some growers make the mistake not to buy new kinds of bulbs or plants when scarce, because while yet scarce the prices are high. The large quantity which can be grown from a new variety in a few years makes the first cost comparatively insignificant. The increase in stock is always far more rapid than the decrease in price for years, and if you wait till the price is cheap, you find you have something which is too cheap by then to grow profitably. A peony plant will double in quantity each year, an iris will increase four times a year and a not very rapidly increasing gladiolus would, under favorable conditions, multiply by ten each year. Now take a pencil and a piece of paper and see what this means for a period of five or ten years.**

**A prominent firm of bulb growers in Florida wrote me December 29 last:**

"Your wonderful introductions need no praise from us—they are in a class by themselves. We have tried many varieties of other growers, and have gone as far West as California, thinking perhaps that bulbs from there would do well in our climate, but most of these have found their way into our Mixture."

**Another grower from Ann Arbor, Mich., January 4, (this year) in a letter, writes:**

"You certainly have marvellous varieties and I should like to see you take down the bars and flood the whole world with their beauty, making them accessible to the poorest, who really need them most, as well as to the more wealthy. Personally, I should like nothing better than to run the most of my business into your varieties."

More than a dozen testimonials like the above come in my mail weekly. Now Mr. Grower, would it not be good business for you to grow gladioli that bring such praise and such demand. There is always a surplus of common kinds, but never enough to meet the demand for good varieties. If you are a grower, you need this stock and if you are a beginner, you cannot afford to start without it. Take advantage of this opportunity, as I do not expect to offer a surplus to the trade next season. Write me a list of what you can use and I will make you an attractive inducement on wholesale lots.

# A. E. KUNDERD

**The Originator of the Ruffled Gladiolus and many others of the World's Finest Varieties.**

**Box 40, Goshen, Ind., U. S. A.**

Volume XXXIII MARCH 10, 1921 Number 5

# Horticulture



## Easter Number

# THE BEST OF THE DAHLIAS

*If you tried our stock last season you know how good it was. If you didn't you should try it this year.*

Every variety in list is selected for commercial florist use, combining qualities of **long, stiff stem, free flowering and growth, foliage ample and carried up to flower and good form and color.**

| CACTUS | 12 | 100 |
|---|---|---|
| **Attraction.** Large, clear lilac-rose | $8.50 | $60.00 |
| **Bianca.** Delicate pink lavender | 6.50 | 50.00 |
| **Bornemann's Leibling.** Rose pink | 2.25 | 16.00 |
| **Ella Kramer.** Rose-pink | 2.00 | 15.00 |
| **Helene.** Lavender-pink, white center | 2.25 | 16.00 |
| **J. H. Jackson.** Large dark crimson | 2.00 | 15.00 |
| **Kriemhilde.** Pink, white center | 2.00 | 15.00 |
| **Mme. Henri Cayeux.** Pink, white center | 3.00 | 20.00 |
| **Perle de Lyon.** Pure white fringe | 2.25 | 16.00 |
| **Ruth Forbes.** Mauve-pink | 2.25 | 16.00 |
| **Stern.** Bright yellow | 2.00 | 15.00 |
| **T. G. Baker.** Yellow | 2.00 | 15.00 |
| **Volker.** Yellow | 2.00 | 15.00 |
| **Winsome.** White | 2.00 | 15.00 |
| **PEONY FLOWERED** | | |
| **Madonna.** White, pale pink shadings | 3.00 | 20.00 |
| **Latona.** Autumn shades | 7.50 | 50.00 |
| **Glory of Baarn.** Clear soft pink | 3.00 | 20.00 |
| **P. W. Jansen.** Rosy-salmon | 3.00 | 20.00 |
| **Queen Wilhelmina.** Pure white | 2.00 | 15.00 |
| **South Pole.** Large, pure white | 3.00 | 20.00 |
| **Will Reed Butler.** Pure white | 2.00 | 15.00 |
| **COLOSSAL** | | |
| **Firefurst.** Intense scarlet | 3.50 | 25.00 |
| **Mme. Marze** | 3.00 | 20.00 |
| **Reggie.** Cherry-red | 2.00 | 15.00 |
| **DECORATIVE** | | |
| **Clifford W. Bruton.** Bright yellow | 2.00 | 15.00 |
| **Delice.** Bright pink, suffused with lavender | 2.25 | 16.00 |
| **Elsie Davidson.** Golden-yellow | 2.00 | 15.00 |
| **Frank A. Walker.** Lavender-pink | 5.00 | 32.50 |
| **Hortulanus Witte.** Pure white | 5.00 | 32.50 |
| **Jack Rose.** Deep crimson | 1.75 | 12.00 |
| **Jeanne Charmet.** Pinkish lilac | 2.00 | 15.00 |
| **John R. Baldwin.** Salmon-red | 2.25 | 16.00 |
| **Mina Burgle.** Scarlet | 2.25 | 16.00 |
| **Mme. Van Den Daele.** White, pink edge | 2.25 | 16.00 |
| **Princess Juliana.** White | 2.25 | 16.00 |
| **Souv. de Gustav Doazon.** Giant red | 1.75 | 12.00 |
| **Sylvia.** Pink and white | 2.00 | 15.00 |
| **Wilhelm Miller.** Brilliant purple | 1.75 | 12.00 |
| **SHOW** | | |
| **A. D. Livoni.** Soft pink | 2.00 | 15.00 |
| **Acquisition.** Deep lilac | 2.25 | 16.00 |
| **Diamant.** Pure white | 2.25 | 16.00 |
| **Golden Age.** Sulphur yellow | 2.00 | 15.00 |
| **Primrose Dame.** Primrose yellow | 2.25 | 16.00 |
| **Robert Bromfield.** Large white | 1.75 | 12.00 |
| **Storm King.** Pure white | 2.00 | 15.00 |
| **Stradella.** Purple | 1.75 | 12.00 |
| **Vivian.** White, tipped violet | 1.75 | 12.00 |
| **White Swan.** Pure white | 2.00 | 15.00 |
| **POMPONS** | | |
| **Elfin.** Yellow | 2.00 | 15.00 |
| **La Petit Barbara.** Small white | 2.00 | 15.00 |
| **Little Belle.** Lilac pink | 2.25 | 16.00 |
| **San Toy.** White, tipped deep pink | 1.75 | 12.00 |
| **Snow Clad.** Small pure white | 2.00 | 15.00 |

## GLADIOLUS BULBS

NORTHERN GROWN—READY NOW

| | No. 1 | | No. 2 | |
|---|---|---|---|---|
| | 100 | 1000 | 100 | 1000 |
| **America,** pink | $3.50 | $30.00 | $3.00 | $27.50 |
| **Augusta,** white | 3.50 | 30.00 | 3.00 | 28.00 |
| **Baron Hulot,** deep violet | 7.00 | 60.00 | 6.00 | 50.00 |
| **Brenchleyensis,** scarlet | 3.50 | 30.00 | 3.00 | 27.50 |
| **Chicago White** | 4.00 | 35.00 | 3.50 | 30.00 |
| **Empress of India,** maroon | 5.00 | 45.00 | 4.50 | 40.00 |
| **Golden West,** orange | 4.00 | 35.00 | 3.50 | 30.00 |
| **Halley,** first size, salmon pink | 3.50 | 30.00 | 3.00 | 27.50 |
| **Ida Van,** salmon red | 4.00 | 35.00 | 3.50 | 30.00 |
| **Independence,** orange scarlet | 3.50 | 30.00 | 3.00 | 25.00 |
| **Klondike,** yellow | 3.00 | 25.00 | 2.50 | 20.00 |
| **Lily Lehman,** ivory white | 6.50 | 60.00 | 5.50 | 50.00 |
| **Meadowvale,** white | 3.50 | 30.00 | 3.00 | 25.00 |
| **Mrs. Francis King,** salmon red | 3.50 | 30.00 | 3.00 | 25.00 |
| **Mrs. Frank Pendleton,** blush pink | | | 5.00 | 45.00 |
| **Mrs. Watt,** wine color | 5.50 | 50.00 | 4.00 | 37.50 |
| **Niagara,** cream | 6.00 | 50.00 | 4.50 | 40.00 |
| **Panama,** satin pink | 6.00 | 50.00 | 5.00 | 40.00 |
| **Peace,** white | 6.00 | 50.00 | 5.00 | 40.00 |
| **Schwaben,** yellow | 7.00 | 65.00 | 5.50 | 50.00 |
| **Yellow Hammer,** pure yellow | 5.00 | 45.00 | 4.00 | 37.50 |
| **Primulinus Hybrids,** fancy selected | 3.50 | 30.00 | 3.00 | 25.00 |
| **Primulinus Hybrids,** commercial forcing | 3.00 | 25.00 | 2.50 | 20.00 |
| **Miranda, Primulinus Type,** yellow | 3.50 | 30.00 | 3.00 | 25.00 |

## ROOTED CUTTINGS

of the following Bedding Plants:

| | 100 | 1000 |
|---|---|---|
| AGERATUM Stella Gurney | $1.50 | $12.00 |
| FUCHSIAS, Mixed | 2.00 | 18.00 |
| HELIOTROPE | 2.00 | 18.00 |
| PETUNIAS, Double | 2.50 | 20.00 |

COLEUS—Rooted Cuttings

STANDARD VARIETIES

Verschaffeltii
Golden Bedder
Queen Victoria
Firebrand

FANCY VARIETIES

American Beauty
Salvador
Beckwith Gem
Pink Verschaffeltii
Trailing Queen
(Pink and Yellow)
Brilliancy

All the above varieties, $1.50 per 100, $14.00 per 1000.

**BEGONIA, Pride of Newcastle**
Considered by some to be the best of Chatelane type. A dark red Chatelane 2¼-in., $15.00 per 100.

## HARDY LILIES

Ready for Delivery

**Auratum, album, rubrum, magnificum,** 8|9, 200 to the case; 9|11, 125 to the case. All at $30.00 per case.

**Auratum platyphyllum,** 8|9 and 9|11, $30.00 per case.

**Tigrinum splendens,** 250 in case, $32.50 per case.

## Two New Roses for 1921

**Golden Ophelia** **Columbia Supreme**

Grafted, 2¼-in., $42.50 per 100, $375.00 per 1000.

Own Root, 2¼-in., $35.00 per 100, $300.00 per 1000.

BEST STANDARD SORTS

**Mme. Butterfly,** 2¼-in., own root, $25.00 per 100. $200.00 per 1000; grafted, $30.00 per 100, $250.00 per 1000.

**Rose Premier,** 2¼-in., own root, $20.00 per 100, $175.00 per 1000; grafted, $30.00 per 100, $250.00 per 1000.

**Columbia,** 2¼-in., own root, $15.00 per 100, $125.00 per 1000; grafted, $30.00 per 100, $250.00 per 1000.

**Frank Dunlop,** 2¼-in., own root, $25.00 per 100, $200.00 per 1000; grafted, $30.00 per 100, $250.00 per 1000.

Also all the standard varieties, including **Double White Killarney, Ophelia, Killarney Brilliant, White Killarney, My Maryland, Mrs. Aaron Ward.** 2¼-in., own root, $15.00 per 100, $120.00 per 1000.

Grafted, $30.00 per 100, $250.00 per 1000.

**Mrs. Chas. Russell,** 2¼-in., grafted only, $30.00 per 100, $250.00 per 1000.

## CARNATIONS

ROOTED CUTTINGS

| NEW VARIETIES | 100 | 1000 |
|---|---|---|
| **Maine Sunshine** | $15.00 | $120.00 |
| **White Delight** | 12.00 | 100.00 |
| **Hope Henshaw** | 12.00 | 100.00 |
| **Happy Day,** scarlet (Dorner) | 15.00 | 120.00 |
| **Morning Glow** | 7.00 | 60.00 |
| **Enchantress Supreme** | 7.50 | 65.00 |
| **White Benora** | 7.50 | 65.00 |
| **Rosalia** | 6.00 | 55.00 |
| **Rosette** | 6.00 | 55.00 |
| **Mrs. C. W. Ward** | 6.00 | 50.00 |
| **Aviator** | 6.00 | 50.00 |
| **Belle Washburn** | 6.00 | 50.00 |
| **Beacon** | 6.00 | 50.00 |
| **Doris** | 6.00 | 50.00 |
| **Benora** | 6.00 | 50.00 |
| **White Wonder** | 6.00 | 50.00 |
| **Matchless** | 5.00 | 40.00 |

## CANNAS

| | 100 | 1000 |
|---|---|---|
| **Alphonse Bouvier** | $4.00 | $37.50 |
| **Brandywine** | 4.00 | 37.50 |
| **Egandale** | 5.50 | 50.00 |
| **Express** | 5.00 | 40.00 |
| **Firebird** | 8.00 | 75.00 |
| **Charles Henderson** | 5.00 | 40.00 |
| **Hungaria** | 7.00 | 65.00 |
| **King Humbert** | 6.00 | 50.00 |
| **Maros** | 5.00 | 45.00 |
| **Panama** | 5.00 | 40.00 |
| **Richard Wallace** | 6.00 | 50.00 |
| **Wintzer's Colossal** | 6.00 | 50.00 |
| **Wyoming** | 5.00 | 45.00 |
| **Yellow King Humbert** | 6.00 | 50.00 |

## BABY RAMBLERS

Immediate Delivery.

**Baby Rambler, Baby Tausendschoen, Baby Dorothy, Erna Teschendorff, Phyllis, Ellen Poulson, Mrs. Cutbush, Orleans, Echo.** Strong, own root, suitable for 5-in. pots, $42.00 per 100.

## CYCLAMEN

3-5 leaves; twice transplanted

Glory of Wandsbek
Wonder of Wandsbek
Rose of Marienthal
White
White with Eye
Rose Pink
Christmas Red
Bright Pink

All colors mixed: $7.00 per 100, $65.00 per 1000.

**Wandsbek** alone: $8.00 per 100, $75.00 per 1000.

# L. J. REUTER CO.

Plant Brokers
WATERTOWN P. O

15 Cedar Street,
Boston 72, Mass.

# HORTICULTURE

Volume XXXIII MARCH 10, 1921 Number 5

## Hardy Lilies

Ready for Delivery

**Auratum, album, rubrum, magnificum,** 8-9, 200 to the case; 9-11, 125 to the case. All at $30.00 per case.

**Auratum platyphyllum,** 8-9 and 9-11, $40.00 per case.

**Tigrinum splendens,** 250 in case, $32.50 per case.

## Baby Ramblers

Immediate Delivery

**Baby Rambler, Baby Tausendscheon, Baby Dorothy, Erna Teschendorff, Phyllis, Ellen Poulson, Mrs. Cutbush, Orleans, Echo.** Strong, own root, suitable for 5-in. pots, $42.00 per 100.

## L. J. Reuter Co.

*Plant Brokers*

**15 Cedar St., Watertown Sta., BOSTON, MASS.**

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.



## Premier

As a winter rose with its large, well formed flowers, good color, and wonderful foliage and stems, it's in a class by itself — splendid supply with us at present.

| | per 100 |
|---|---|
| Special | $30.00 |
| Fancy | 25.00 |
| Extra | 20.00 |
| First | 15.00 |
| Second | 12.00 |

LILAC, mostly the double variety, large, well flowered heads, in white only—

$1.50; $2.00 per bunch

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies. Write for our Price List.

BUSINESS HOURS: 7 A. M. to 5 P. M.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. PHILADELPHIA 1608-1620 Ludlow St. BALTIMORE Franklin & St. Paul Sts.

WASHINGTON, 1216 H St., N. W.

## FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time. We can give you extra value in all of the sizes and would recommend that orders be placed at once for whatever stock you need. These ferns will often take the place of high priced flowers and will give your customers good satisfaction. Just at this time we can give you exceptionally good value.

**NEPHROLEPIS VICTORIA (The Victory Fern).** A beautiful, new, crested form of Teddy, Jr., 2¼-inch pots, $3.00 per dozen, $20.00 per 100; 3½-inch pots, 50c each; large specimens, 8-inch, $3.00 each.

**NEPHROLEPIS elegantissima compacta.** 3½-inch pots, 50c each; 6-inch, $1.00 each; large specimens, 8-inch, $2.00 to $3.00; 12-inch, $6.00 to $7.50 each.

**NEPHROLEPIS Muscosa.** 3½-inch pots, 50c each; 5-inch, $1.00 each.

**NEPHROLEPIS Dwarf Boston.** 6-inch pots, $1.00 each; 8-inch, $2.00 each.

**Packing added extra at cost.**

## F. R. PIERSON, Tarrytown, N.Y.

WYMAN'S

## Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



**Henry H. Barrows**

**FERN SPECIALIST**

Write for Prices.

H. H. BARROWS,
Whitman, Mass.

**CHARLES H. TOTTY**

**Chrysanthemums**

MADISON - NEW JERSEY

**SNOW QUEEN CANNA**

Awarded Certificate of Merit at S. A. F. & O. H. New York Convention. And 100 other notable kinds. Always ask for

SWASTIKA BRAND CANNAS

The CONARD & JONES CO WEST GROVE PENN. U.S.A.

Robert Pyle, Pres.
Antoine Wintzer, Vice-Pres.

We are subscribers to the Nurserymen's Fund for Market Development

CEDAR ACRES

**Gladioli and Dahlias**

Booklets Free

B. HAMMOND TRACY, Inc.,
Wenham, Mass.

**Thomas J. Grey Company**

SEEDS, BULBS AND IMPLEMENTS, WHOLESALE AND RETAIL

Re-selected Strains In Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

## NATIONAL FLOWER SHOW

At a meeting of the National Flower Show Committee in Washington many important matters were considered.

The poster design or sketch secured for the projected St. Louis Show was exhibited and, on motion of Mr. Duckham, adopted for use in Cleveland. Estimates for poster stamps, or stickers, were presented and there was some discussion, but the matter was eventually referred to the committee on advertising, to be appointed.

The matter of appointing a committee to judge any novelty that may be originated, with the idea of recommending an award to be made by the National Flower Show Committee, under its powers, was discussed at length, and, on motion of Mr. Roland, it was resolved that any member of the S. A. F. and O. H., wishing the committee to pass upon a novelty of his own introduction, could present it for such purpose before a special committee by arrangement with the National Flower Show Committee.

Secretary Young presented for inspection the S. A. F. medals in silver and bronze. As it was found there was no wording on the medals to connect the National Flower Show with the Society, the secretary was requested to ascertain from the engravers whether it would be possible to have this addition made to the die, and report on the matter at the March meeting of the committee.

The question of uniform background and decoration of exhibits at the show was discussed at length. At many shows deficiency in this respect marred the general effect, and a flower show should not be open to criticism in this respect. On motion of Mr. Hill, seconded by Mr. Knoble, the chairman was instructed to appoint a committee to present at the March meeting data concerning decorative materials and prices of same, with a plan, if possible. The appointed are Mr. Young, Mr. Knoble and himself as such committee.

Mr. Roland pointed out the necessity for a budget committee to consider finances and expenses covering the Cleveland Show, and moved, seconded by Mr. Knoble, that the chair appoint such a committee, to report at the March meeting. The chair announced the following as the committee: Messrs. Traendly, Young, Duckham, Knoble and Roland.

The committee adjourned to meet in New York during the week of the International Flower Show.

JOHN YOUNG,
Secretary.

New York City.

**LILY OF THE VALLEY PIPS**

Extra fine strain
EXHIBITION size
German "LUBECK" Pips
just arrived

Price in cases 1,000, 500, or 250 each, on application.

**J. M. THORBURN & CO.**

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

**KELWAY'S Seed Catalogue**

for 1921

has been posted. Get your copy and keep it for reference. All enquiries will receive prompt attention.

KELWAY & SON
Wholesale Seed Growers
Langport, Eng.

GLADIOLUS, CANNAS, CALADIUMS, TUBEROSES, GLOXINIAS, BEGONIAS and all Spring Bulbs

Write for prices

**American Bulb Co.**

172 N. Wabash Ave.
Chicago, Ill.

**ORCHIDS**

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL,
Summit, N. J.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIII MARCH 10, 1921 No. 5

# THE TALK OF THE TRADE

H. M. Totman, of Randolph, Vt., is another one of the New England florists who are finding good business. It seems to me that as I go around to the smaller towns these florists located with a medium range of glass, who are up-to-date enough to keep it in good condition, progressive enough to keep up with the times, and go after the business, are getting their full share of the goods in the florists' business. Mr. Totman reports good trade through the entire season, and is now planning an addition to his range, of approximately 12,000, and it is good news to learn that he plans to devote this amount of space to raise geranium stock, all the way from cuttings through 2¼ inch and larger sizes. There is no doubt that there is a decided scarcity of geranium stock in New England, and I believe florists who will go at it in a businesslike way will find good results.

The question of Easter lilies for this season still remains a case of getting a lot of stock in on time. There still are several blocks that are so far behind that there is a question whether they will reach the mark. I believe that lilies will bring a good price for this season. Twenty to twenty-five cents per bud seems to be about the point that they will hang around, and I can't possibly see where there's going to be any surplus. This applies to the different sections of the east that I have visited, all the way from Philadelphia to New England.

And another point, as I have said before, that contributes to a moderate supply, is the fact that such a lot of small bulbs were planted. This was made necessary on account of its being impossible to get a high percentage of large sizes. A thousand pots of lilies this season will run much lower than the count on a thousand pots of the previous season. And of course when it is necessary to push Giganteum pretty hard to get them in on time, the consequence is always a small count on buds. A moderate temperature will result in a good average count, but as soon as it is necessary to push pretty hard with heat, it isn't possible to avoid losing a certain portion of the buds.

Hydrangeas and Ramblers, both tall and dwarf, are in fine supply and excellent quality. I am looking for a good Easter for both sides, the wholesaler and the retailer, and I am full of confidence that it will result that way.



Excellent Arrangement of Roses

Sales of gladiolus bulbs for this season are reported very heavy from all sources. The florists who raise stock for their own work have learned the possibilities of gladioli as a cut flower, both for vase work and funeral purposes. Plantings at intervals, with a result of early flowers in particular, to follow along without any let-up way into the fall, prove profitable crops for anyone with a retail trade. There are but a comparatively small number of the long list of gladioli offered that are valuable for this particular class of trade, but to mention just a few of them, such varieties as America, Halley, Independence, Mrs. Francis King, Mrs. Frank Pendleton, Mrs. Watt, Niagara, Panama, Peace. Schwaben and the Primulinus hybrids are all sorts that will give good returns. The form and finish of the flower spikes is what is necessary for retail purposes, and they are sorts that give a good average of bloom. Inch and a quarter bulbs, if they are truly graded, will give good results.

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The florists' slogan, "Say It with Flowers," can without question be said to be the most valuable and most widely known trade slogan that has ever come before the eyes of the public, and anyone who reads the daily press or the periodicals cannot fail to notice how many times it is used, either with its exact wording or as a joke. A recent editorial in the Boston Herald when it was advocating the giving of our dollars for the help of the starving children in Europe, worked in this slogan by saying "Tell it with dollars," and another one which came to my notice was on a recent Shriners' notice under the heading of "Officers and Committees of the Divan." It was headed "Smell It with Flowers," and the committee was Henry Penn, R. C. Bridgham, John Newman and Julius Zinn.

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Mr. James Wheeler, the well known florist of Natick, Mass., was right in predicting a big time for the first three days of March, when the Commercial Club of his town had an exhibition in the armory. Mr. Wheeler was chairman of the general committee, and as such has had his hands very full for the last few weeks. Practically the entire floor space of the hall was disposed of, I understand, and five different florists were among those making exhibits. It's a big thing for a little town like Natick to have an affair like this, and Mr. Wheeler is to be congratulated on the success of this enterprise.

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One of the New York papers recently found material for a good story in the carnation growing section at Blue Point, Long Island. The assertion was made that 3,775,000 carnations are grown there each season, and no doubt the figures are correct. The pioneer at Blue Point was Mr. F. Abrams, who began in 1902 with one small greenhouse.

In speaking of the effort to get his business on a paying basis, he said:

"Carnations were not at all popular when I began to grow them, but people came to find they were getting more for their money. The carnations last longer than roses and cost less. But it has not been a soft undertaking building this business up from nothing at all. It was a long pull and a hard one for many years."

The newspaper item mentioned says:

"The largest carnation plant in Blue Point belongs to F. B. Abrams. It comprises nine buildings, varying in size from a 400x65 foot structure to a small building of the old type which is used for propagating. The other seven buildings measure anywhere from 40 to 65 feet in width and 150 to 300 feet in length. The amount of coal used to keep these buildings at the right temperature last winter was 550 tons.

"The soil used for the beds is a natural soil, fertilized with manure and prepared fertilizer. The prepared fertilizer is got from the slaughter houses and consists of sheep manure, tankage, bone meal and blood. The blood is in the form of dry powder, crystals, like powdered resin, and got by a process of steam drying by which all the impurities are removed. This powdered blood is the best fertilizer used. It is the most expensive, but gives the plants a better color than anything else can."



Miss M. C. Gunterberg

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It's unusual to find a woman in the wholesale plant business, and for that reason special attention has been attracted to the remarkable work of Miss M. C. Gunterberg, in Chicago. Miss Gunterberg has been a familiar figure to the florists in Chicago for many years, and is well known in other parts of the country, as she has been a frequent attendant at the conventions and is now second vice president of the Women's Florist Society of America.

In spite of her remarkable business ability, Miss Gunterberg is distinctly feminine and a delightful woman to meet. Many are the words of appreciation given her by men who meet her in a business way, and by women who know her socially. Miss Gunterberg formerly conducted a wholesale cut flower store on Wabash avenue, but several years ago she decided to specialize on bench roses. Of course, she still deals in rooted cuttings and stocks of roses, carnations, chrysanthemums, etc., as well as florists' supplies. But bench roses have been made her biggest seller. She ships them all over the United States, and recently sent a shipment to the Hawaiian Islands.

Miss Gunterberg's business has assumed such proportions that she is now one of the largest advertisers, it is said, from a standpoint of dollars and cents, of any wholesaler in Chicago. Altogether she is a very unusual woman, the kind of woman one always likes to meet.

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## JOHN LEWIS CHILDS DEAD

John Lewis Childs, one of the largest growers of flower seeds and bulbs, died in his berth on his way from Albany to New York, Saturday morning, March 5. He was returning from a trip to California. Mr. Childs was 64 years of age and had built up on Long Island a very large seed business.

His death will come as a shock to thousands of friends and customers all over the country.

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Sodemann & Linhardt, the florists, who established themselves in business near the East Long Branch, N. J., depot in 1912, are now fully settled in their new nursery and greenhouses on Rockwell avenue. The firm has six and one-half acres of land and for weeks past have been busy installing a heating plant and greenhouses.

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James C. Collins, a florist of Holyoke, has filed a petition in bankruptcy.

# BIG DRIVE FOR LOWER PRICES

*1,000,000 CUT FLOWER BOXES for Immediate Delivery. Order Now*

## CUT FLOWER BOXES

| | 100 Reg. Lid | 100 Full Tele. |
|---|---|---|
| 18x5x3 | $2.95 | $3.50 |
| 21x5x3½ | 3.65 | 4.20 |
| 24x5x3½ | 4.00 | 4.60 |
| 28x5x3½ | 5.15 | 6.30 |
| 21x8x5 | 5.20 | 6.35 |
| 30x5x3½ | 5.30 | 6.40 |
| 24x8x5 | 5.80 | 7.70 |
| 28x8x5 | 6.65 | 8.60 |
| 30x8x5 | 8.35 | 10.50 |
| 36x8x5 | $10.15 | $13.00 |
| 30x12x6 | 11.90 | 14.95 |
| 36x14x6 | 14.30 | 17.25 |
| 36x12x6 | 13.25 | 16.75 |

VIOLET BOXES

| | 100 |
|---|---|
| 8x5x4 | $3.50 |
| 9½x6x5 | 5.30 |
| 10x7x6 | 5.95 |
| 12x8x7 | 6.75 |

BOUQUET BOXES

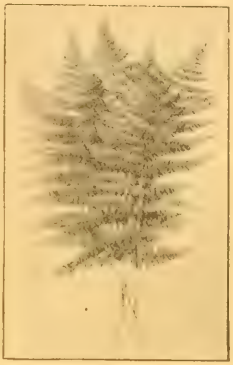
| | 100 |
|---|---|
| 19x9x8 | $10.80 |

WREATH BOXES

| | 100 Reg. Lid | 100 Full Tele. |
|---|---|---|
| 16x16x7 | $10.15 | $12.85 |
| 18x8x8 | 11.90 | 16.50 |
| 20x20x8 | 14.95 | 17.95 |
| 22x22x8 | 18.25 | 24.30 |

Printing in Green or Black Ink, $1.50 per 1000.

The above quotations are especially low and we would advise our customers to place their orders immediately



DAGGER and FANCY FERNS
$3.00 per 1000

MAGNOLIA LEAVES
In cartons, $1.50 each
100-lb. cases, $20.00 each.

RUSCUS
Green, 75c per lb.

## Artificial Wreaths, Sprays, Flowers

We would suggest that you place your orders for MEMORIAL DAY as early as possible

MAGNOLIA WREATHS

| | Doz. |
|---|---|
| Plain, 10" frame | $ 7.50 |
| Plain, 12" frame | 9.00 |
| Plain, 14" frame | 12.00 |
| Decorated, 10" frame | 12.00 |
| Decorated, 12" frame | 15.00 |
| Decorated, 14" frame | 18.00 |

WAX WREATHS

| | |
|---|---|
| 8-in. frame | $15.00 |
| 12-in. frame | 20.00 |
| 14-in. frame | 24.00 |

Carnations $2.50 per 100
Pink, White, Golden Gate

WAX FLOWERS

ROSES, Pink, White, Yellow, Golden Gate. Medium size, $2.50 per 100; large size, $3.00 per 100.

SPRAYS. Made of Roses, Carnations, Sweet Peas, Calla and Easter Lilies of assorted colors. $12.00, $15.00, $18.00, $24.00 per doz.

SWEET PEAS, Pink, White, Lavender, $6.50 per 1000.

CALLA LILIES, $5.00 per 100.

CYCAS

| Size | 100 | 1000 |
|---|---|---|
| 8x12 | $3.00 | $25.00 |
| 12x16 | 3.50 | 35.00 |
| 16x20 | 4.50 | 40.00 |
| 20x24 | 5.50 | 50.00 |
| 24x28 | 6.50 | 60.00 |
| 28x32 | 7.50 | 70.00 |
| 32x36 | 8.50 | 80.00 |
| 36x40 | 9.50 | 90.00 |
| 40x44 | 12.00 | 111.00 |

BRONZE and GREEN GALAX, $2.00 per 1000.

SPHAGNUM MOSS
$3.00 per bale

EASTER LILIES
$5.00 per 100

CHRYSANTHEMUMS and DAHLIAS
$4.00 per 100

## HENRY M. ROBINSON & CO., Inc., 2 Winthrop Square and 34 Otis Street, BOSTON

Wholesale Florists and Florists' Supplies. Manufacturers and Importers


### "ADVERTISE," SAYS GRAKELOW

#### Well Known Florist Talks to Members of the Trade in Scranton

"There is a love for flowers in the heart of every child. Your customers are made by God," Charles H. Grakelow, past president of the Retail Florists' Association, of Philadelphia, told the members of the Scranton Florists' Club at their first annual banquet. The dinner was attended by more than 125 florists and their assistants, coming from the larger towns and cities in Northeastern Pennsylvania. C. W. Baldwin presided as toastmaster.

The principal speaker told of his having gained success in the floral business from beginning in a basement in an out of the way section of Philadelphia through education and advertising. "If you start to sell carnations to children at six years of age, how great would your business be by the time they have taken their third wife? You don't sell more of your goods because you don't try," he said.

He advised the members of the club to advertise more to get additional business and to treat the customers as though they wanted to sell to them when they come into a store.

A slump is now due in the floral business, he said, and it must be met, but he advised them to band together in the common cause and it will not be felt.

Those present were: A. A. Bonton, James F. Burke, A. J. Bonacuse, Ralph Harwood, John L. Beagle, Glenn T. Markey, Daniel W. Evans, Mrs. D. W. Evans, Mr. and Mrs. T. J. Nolan, Mrs. Mary O'Hara, Etta Gager, A. S. Besancon, Floyd Hallock, A. Zeigler, Frank Besancon, Elizabeth Gibbons, C. H. Jennins, Arnin F. Forchner, Eben Evans, Mrs. Eben Evans, Edward Janne, Mr. and Mrs. Smya Itola, Abda Itola, Esther R. Aten, Anna Griffiths, L. H. Schultheis, Leo Schultheis, Matt F. Brown, A. F. Conwell, Mrs. A. F. Conwell, Francis J. Moran, C. W. Baldwin, Mrs. C. W. Baldwin, Mr. and Mrs. Anton Schultheis, Madge C. Burns, E. J. Manno, Mrs. John G. Hill, Lydia M. Schultheis, Sarah Burkhart, Stella F. Williams, Mrs. Harry Danvers, Dorothy Schultheis, J. LeQuire, Gertrude Schultheis, James J. Gallagher, of this city; Miss Mary C. Wade, Edward C. Wade, Mrs. John Wade, Mr. and Mrs. W. H. A. Schmidt, Mr. and Mrs. Edward Carter and Mr. and Mrs. William Symmons, of Carbondale; Jessie Hill, Waverly; Jule R. Kocha, Joseph Ripple, Sunbury; Arthur Underwood, J. C. Stradling, Charles H. Dillon, Daniel Davis, Mrs. D. W. Davis of Berwick; James J. Palumbo, of Dummore; Mrs. William Bennett, J. H. Webster of Avoca; W. R. MacDonald, A. N. McDonald, of Moosic; John N. Carp, E. J. Le Duc, F. H. Russell, of Danville.

Mr Seymour Grose of Carbone's, Boston, was married last week and his fellow employes presented him with a purse of gold.


A FITTING FOR EACH REQUIREMENT

Get acquainted with our method of Bracing, Shelving, Piping, etc. Each Fitting adds neatness to your house and reduces the labor cost of repair work in general to a very low figure.

Let us send you our catalog.

ADVANCE CO.
RICHMOND, INDIANA

WHEN WRITING TO ADVERTISERS PLEASE MENTION HORTICULTURE

# Michell's Flower Seeds

**ASPARAGUS PLUMOSUS NANUS**

Northern Greenhouse Grown Seed

| | |
|---|---|
| 1,000 Seeds | $ 4.00 |
| 5,000 Seeds | 19.00 |
| 10,000 Seeds | 36.00 |
| 25,000 Seeds | 85.00 |

Larger quantities quoted on application

**ASPARAGUS SPRENGERI**

| | |
|---|---|
| 1,000 Seeds | $1.50 |
| 5,000 Seeds | 6.75 |
| 10,000 Seeds | 12.50 |
| 25,000 Seeds | 28.75 |

**ASTER, QUEEN OF THE MARKET**

| | Tr. Pkt. | Oz. |
|---|---|---|
| White | $0.25 | $1.00 |
| Rose Pink | .25 | 1.00 |
| Blush Pink | .25 | 1.00 |
| Dark Blue | .25 | 1.00 |
| Light Blue | .25 | 1.00 |
| Crimson | .25 | 1.00 |
| Mixed | .20 | .75 |

**ASTER, EARLY ROYAL BRANCHING**

| | | |
|---|---|---|
| Lavender | $0.40 | $2.25 |
| Purple | .40 | 2.25 |
| Rose Pink | .40 | 2.25 |
| Shell Pink | .40 | 2.25 |
| White | .40 | 2.25 |
| Mixed | .40 | 2.00 |

**ASTER, CREGO**

| | Tr. Pkt. | Oz. |
|---|---|---|
| White | $0.40 | $2.00 |
| Shell Pink | .40 | 2.00 |
| Rose Pink | .40 | 2.00 |
| Purple | .40 | 2.00 |
| Lavender | .40 | 2.00 |
| Mixed | .30 | 1.50 |

**ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCHING**

| | | |
|---|---|---|
| White | $0.30 | $1.50 |
| Shell Pink | .30 | 1.50 |
| Rose Pink | .30 | 1.50 |
| Lavender | .30 | 1.50 |
| Purple | .30 | 1.50 |
| Crimson | .30 | 1.50 |
| Mixed | .30 | 1.25 |

**ASTER, INVINCIBLE**

| | | |
|---|---|---|
| Blue | $0.30 | $1.75 |
| Crimson | .30 | 1.75 |
| Lavender | .30 | 1.75 |
| Rose Pink | .30 | 1.75 |
| White | .30 | 1.75 |
| Mixed | .30 | 1.50 |

Also all other Seasonable Seeds, Bulbs and Supplies. WHOLESALE PRICE LIST FREE.

## MICHELL'S SEED HOUSE

518-516 Market Street PHILADELPHIA, PA.





Mrs. Warnaar

# DAHLIAS

Field Grown Roots

FOR

## FLORISTS and SEEDSMEN

The popularity of the Dahlia is steadily on the increase and you should try these specially selected cut-flower varieties offered below.

**FRANK A. WALKER** (Decorative) A charming shade of lavender-pink, with long, stiff stems; an exceptionally early bloomer. Strong divisions $3.50 per dozen, $25.00 per 100.

**MADONNA** (Peony-flowered) A very beautiful white, very slightly tinted a delicate lavender-pink. The slight touch of color adds to its beauty. Strong divisions $2.00 per doz., $15.00 per 100.

**MINA BURGLE** (Decorative) One of the finest scarlet Dahlias grown. Flowers are large with exceptionally stiff stems carrying the blooms well above the foliage. Divisions $1.50 per doz., $12.00 per 100.

**LATONA** (Peony-Decorative) An unusual blending of buff and yellow shades giving the popular Autumn tint. Petals are long and flower is nearly full to the center. Divisions $5.00 per doz., $35.00 per 100.

**MRS. WARNAAR.** (Hybrid Cactus) Creamy white, overlaid and blending to delicate pink. Stems are long and stiff. A very large, free-flowering variety. $5.00 per doz., $40.00 per 100.

**MY TRADE LIST** gives complete descriptions and prices of over 300 of the best Dahlias in the world and is mailed free on request.

## J. K. ALEXANDER, *The Dahlia King*

Largest Dahlia Grower in the World

32 CENTRAL ST., EAST BRIDGEWATER, MASS.



## THIS SEASON'S NEW ROSES

**PILGRIM CRUSADER PREMIER RUSSELL HADLEY**

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice **CARNATIONS, ORCHIDS, VALLEY** and **AMERICAN BEAUTIES.**

**WELCH BROS. CO., 262 Devonshire St., Boston**

Tel. Main 6267-5948


### COMPLIMENTARY DINNER

**Thomas Roland Honored by the Florists' Association of Boston**

The last meeting of the Florists' Association of Boston took the form of a dinner in honor of Mr. Thomas Roland, the new president of the Society of American Florists. The dinner was held at the Parker House and was largely attended, proving an exceedingly enjoyable event. President Letson was toastmaster and, after an excellent repast had been enjoyed, introduced Mr. Roland, who briefly reviewed the history and work of the S. A. F. He then spoke of the preeminent position attained by New England in the world of horticulture, calling attention to the work of the Arnold Arboretum, the Massachusetts Horticultural Society, the Garden and Florists' Club and other mediums of horticultural interest. He said that no similar organization had so long maintained its activity and position as the Gardeners' and Florists' Club of Boston. Mr. Roland declared that the state ought to have an allied trade organization to bind the various interests together. "We have the skill," he continued, "the intelligence and the material necessary. All we need is leadership."

Mr. John Farquhar was the next speaker and declared that if Boston had a dozen growers like Mr. Roland even Chicago would be sending to that city for its flowers.

He said that there were many plants not now used by florists which might be forced to advantage. They included pyrethrum, hardy spiraeas, and many annuals like lupins, annual larkspurs and nigellas. What this country needs, he declared, is better training in horticulture and gardening. He said there is no place now where finished men can be turned out.

"The ordinary workman," said Mr. Farquhar, "if he plants rose seeds, will throw out all that do not germinate the first year. I have found in one experiment with such seeds that thirty germinated the first year, twelve hundred the second year, and as many more the third year. These are things that must be learned. Then there is the matter of cuttings. Experience has shown that at some time of the year you can make cuttings from almost any plant and have them root. A certain expert in Europe has been getting quick results by rooting the cuttings in a steam chamber. Hot water is given five times a day, and cuttings root in as many days as weeks under the old plan."

Mr. Farquhar advocated taking sixty thousand dollars of the S. A. F.

fund, setting it aside and letting it accumulate until a building could be erected at Washington for educational and experimental work along this line. Such a project, he said, would be worthy the society's efforts.

He also deplored the fact that graduates of the colleges were inclined to look for jobs that required no manual labor, declaring that the president of one college of agriculture told his students that when they had finished with his course they would not need again to soil their hands.

Mr. F. A. Palmer, of Brookline, talked of the satisfaction which comes to the florist from the nature of his business even if he doesn't make a great deal of money.

President Letson told of a recent trip at which he stopped to visit the plant of Bobbink & Atkins. Here he saw a man running rose seeds through what looked like a sausage grinder, the plan being considered a great improvement over the old way of separating the seed. Mr. Letson declared that the buying public was becoming much more discriminating. Formerly the men took almost anything offered them, but now, like the women, are asking for choice varieties and help in arranging them.

During the evening it was voted to change the meeting night from the first to the second Tuesday of each month.

## HIGHER EXPRESS RATES HIT FLORISTS

Florists are affected to a considerable extent by the increased transportation rates of the American Railway Express Co. The increase applies to cuttings, plants, all kinds of greens, ferns and moss, trees and shrubs, changing them from second to first class. Mr. Henry Robinson, of Boston, says that this makes a great difference in shipping costs of greens brought from the south. In spite of this increase, however, the price of some kinds used in great quantities, smilax in particular, has not been raised much, if any, to the retailer. Before the war smilax was $7.00 a case. It is now only $12.00 a case, even though there has been an increase of 20 per cent in cold storage charges in addition to that of freight rates. Empty boxes now cost 20 cents each to return if weighing more than 15 pounds, and 15 cents under that weight. Bulbs and seeds remain in the second class, and, curiously enough, cape jessamines have been left in that class, too. The new express rates are one-third higher.




# Easter Suggestions

**Corsage bouquets** are always largely in demand at this season. Look over your stocks and be sure you are well prepared. Our supplies of Ribbons of all kinds were never finer and we can take good care of your orders at the lowest market prices.

Also our **"Queen Mary" Corsage Shield** as per illustration the ever popular and the best on the market. Everything in **Fancy Florists' Pins** and all other Florist Accessories. Ask us for prices.

## S. S. PENNOCK COMPANY

THE WHOLESALE FLORISTS OF PHILADELPHIA

NEW YORK 117 W. 28th St. PHILADELPHIA 1608-1620 Ludlow St. BALTIMORE Franklin and St. Paul Sts. WASHINGTON 1216 H. St., N. W.

## EASTER

is the biggest day in the year for such items as

CATTLEYAS
GARDENIAS
VALLEY
and
SWEET PEAS.

DEPEND ON US TO SUPPLY YOU with these items. You know we ship nothing but the Best, and with the large supply at our disposal, you have every assurance of getting your orders filled to your entire satisfaction.

## THE LEO NIESSEN COMPANY

WHOLESALE FLORISTS

1201-5 Race Street PHILADELPHIA


## THE PENNSYLVANIA HORTICULTURAL SOCIETY EXHIBITIONS FOR 1921.

May 25—Spring Show of Out-of-door Flowers.
June 7—Rose and Peony Show.
June 21—Sweet Pea Show.
Sept. 27—Dahlia Show.
All of the above to be held at Masonic Hall, Ardmore, Penna.

Ardmore is a suburb of Philadelphia, 9 miles from center of city.

Annual exhibition and chrysanthemum show November 7, 8, 9, at the Academy of Music, Broad and Locust streets, Philadelphia.

DAVID RUST,
Secretary.

*When writing to advertisers kindly mention HORTICULTURE*

Quality and Service are the foundation Stones on which the House of Penn has been constructed.

Penn The Florist

**BOSTON, MASS.**

**Member Florists' Telegraph Delivery Association**

## AMERICAN FLORISTS—WAKE UP!

We have been having during the past few years a success in the floral kingdom causing us to act as though it were a natural condition in spite of the fact that not many years ago florists throughout this broad land of ours had to plough hard to get by. It isn't so very long ago that with the rank and file in our business it was some task to meet the coal bills when even long overdue, let alone pay promptly, as is now the case. It isn't so very long ago that with the grower it was early and late in the greenhouse, and not eight or nine hours a day, as at present. Nor was it so very long ago that a majority of the growers could not tell whether they were on the profit or loss side of the ledger. But at present conditions are different.

Most everybody these days comes to town in their automobiles (plural) and also have their business in such shape as to enable them to know what crops and varieties pay them the best; which to eliminate, and which to develop, and in the main are enjoying much deserved success. Some change from former years, as we look back. Thank God for that! We all appreciate that nothing succeeds like success, but we must also plan for the rainy day.

To the man who is planning ahead, whether he be grower or retailer, there is a desire to help continue to progress and he knows that in order to continue his prosperity he must make allowance for continued advertising to help create sales and build good-will, and that the essential means to bring this about is to expend a part of his annual sales to help keep the ball a rolling.

Many of the florists who were alert to the needs of advertising and felt the effects of good times were glad to put a part of their earnings into a national campaign fund, just to help it along. Much like dropping a nickel in a blind man's hat, it might do some good and if it didn't, it didn't cost much anyway. That is the way some entered into the spirit of our national campaign, others, however, took a more serious attitude and gave liberally, were interested in its work and undoubtedly reaped the benefits by tying up to the campaign locally or otherwise.

Now we come to the point. The advertising that the florists have been doing, whether local or national, has helped materially in point of sales and also to arouse many to the needs of advertising. Many have overlooked the fact that it must be carried on continually to be of real benefit and that if we lie down at this time it means getting back to the old conditions of years ago.

There are, however, many men in the craft who have felt its pulse and who wish to further continue the work laid out by the National Publicity Committee, who are seriously and intensely interested, referring, of course, to the men behind the National Growers' Association and those interested in the allied florists' trade associations. These men have seen the light and are doing a big and unselfish job trying to make others see the need of a continuance of the work, and unless we all follow in line we will fall back to former conditions. We have made progress, let us continue.

The growers are realizing the good of national publicity as well as local advertising, but the craft generally have not awakened to the fact that business is slipping back, and unless we fill up the coffers of the campaign fund, the florists' business is going to go back as well as all other lines. In many sections it is very noticeable already and many are asking "how can I increase my volume?" One of the answers is to ADVERTISE locally, and the other is to see that the national campaign gets a'going before we lose the advantages of our previous ads in the national magazines.

Doesn't it make you think that after all we started something towards the higher up idea, and that we should continue. Well, the growers have begun to do things. May they succeed to the fullest extent. The co-operative movements have also started. May they, too, continue to further success to the end that all may see the needs and the good that applied advertising will do to help more people enjoy more flowers. And those directly interested will get better results generally.

Henry O. Havemeyer once said:—"Business men fail because there are a lot of them who are fools. We are all born fools but some of us educate ourselves out of it." Let us take example by looking at other lines of business and why they have succeeded, then ask ourselves what we have omitted that they have continued, and your answer will explain the problem.

HENRY PENN,
Chairman Nat. Pub. Com.

**DREER'S "Riverton Special" Plant Tubs**

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.



| No. | Diam. | Ea. | Doz. | 100 |
|---|---|---|---|---|
| 10 | 20 in. | $4.95 | $54.45 | $412.50 |
| 20 | 18 in. | 3.65 | 39.60 | 222.30 |
| 30 | 16 in. | 2.60 | 28.60 | 220.00 |
| 40 | 14 in. | 2.10 | 23.65 | 187.00 |
| 50 | 12 in. | 1.45 | 16.50 | 126.50 |
| 60 | 10 in. | 1.00 | 10.90 | 85.25 |
| 70 | 8 in. | .85 | 8.80 | 67.10 |

**HENRY A. DREER**

SEEDS, PLANTS, BULBS AND SUPPLIES

**714-716 Chestnut Street, Philadelphia, Pa.**

## A Smile or Two

It seems that the slogan, "Say It with Flowers," is being given a new twist across the water. Some of the students, according to the London Daily News, found the ordinary old fashioned swear words too bald and vulgar for their use. Accordingly they have begnu to swear with flowers. It is reported that a group of these students were sitting at a tea table in a Chelsea tea shop. One young man, glaring at another, called him a "gilded buttercup." The other, firing up, retorted: "What the golden daffodils do you know about it, you variegated carnation?" Then followed perfect broadsides of botanical bad language. These youth, it seems, are in revolt against the ugliness of our popular swear words and have resolved to form the habit of substituting some epithets of beauty. The effect, no doubt, was absurd—yet hardly more so, I imagine, than the meaningless and debasing expletives in such common use today. Besides, a glance at my new seed catalogue shows me that there is no limit to the dreadful but beautiful things we could call people.

### DIED OF DROUGHT

"Have you any potted geraniums?"

"No sir. We have some very fine hydrangeas."

"Nothing doing! It would be a nice thing to have my wife come home and find the geraniums she left in my care turned into hydrangeas, now wouldn't it?"

### CEANOTTIUS THYRSIFLORUS

The ceanottius or wild lilac is just opening its misty blue blossoms on the mountain sides above Santa Barbara It is such a lovely shrub that we tried growing it in our garden in Weston, Mass. We were not successful with the shrubs we planted, but have three fine little bushes from seeds. In winter we have protected them carefully with leaves and tents of corn stalks. They have not yet blossomed but the flower is so soft and lovely that we hope we shall succeed with it at Hillcrest.

The ceanottius divaricatus is a larger shrub and is often called the soapbush, as from its blossoms can be made an excellent lather with the fragrance of wintergreen. Both of these shrubs are known as wild lilacs from their blossoms, which are softer and bluer than those of the old-fashioned Persian lilacs of our Eastern gardens. They are also smaller in their clustered spikes. Some varieties are white.

A mass of these lilacs on a mountain side has the soft, misty effect of a cloud. They make a pretty contrast with the more intense blue of the tall, wild lupines. While the fields below glow with the deep yellow of the eschscholtzia or Californian poppies, and are darkened here and there with the dense, deep green of the live oaks, from which fragments of gray moss are hanging. Against the horizon stand the tall eucalyptus trees, while in the sunlight valley below the almond trees are in blossom.

Ojai, Calif., M. R. CASE.
Feb. 19, 1921.


## Stearns Cypress Greenhouses



PECKY CYPRESS FOR BENCHES, CYPRESS TANKS
CYPRESS HOTBED SASH, GLAZED AND UNGLAZED
AGENTS FOR EVANS' VENTILATING MACHINES

Best Stock Prompt Deliveries Right Prices

ASK FOR CIRCULAR E

**THE A. T. STEARNS LUMBER CO.**

NEPONSET-BOSTON, MASS.

## Special Offer of Nursery Stock

Prices F. O. B. Boston. Packing at cost. Subject to being unsold on receipt of order.

| | | | |
|---|---|---|---|
| 750 | Amorpha canescens. 3-4 feet | 2250 | Forsythia viridissima. 2-3 feet. |
| 750 | Amorpha fruticosa. 2-4 feet | 500 | Lonicera Morrowii. 2-3 feet |
| 500 | Aralia pentaphylla. 2½-3 feet | 1200 | Lonicera Morrowii. 3-4 feet. |
| 250 | Cercidiphyllum japonicum. 4-5 ft. | 1000 | Lonicera Ruprechtii. 2-3½ feet. |
| 1000 | Cornus alba. 3-4 feet | 1500 | Philadelphus coronarius. 3-3½ ft |
| 1000 | Cornus sibirica. 3-4 feet | 250 | Philadelphus Falconeri. 3½-4 ft |
| 700 | Cornus stolonifera. 3-4 feet | 200 | Philadelphus Boule d'Argent. 2-3½ feet. |
| 200 | Cornus stolonifera aurea. 1½-2 ft. | 100 | Philadelphus erectus. 3-3½ ft |
| 2500 | Deutzia crenata fl. pl. Pride of Rochester. 2½-3 feet | 150 | Philadelphus Magdalene. 3½-4 ft. |
| 2000 | Deutzia crenata rosea. 2½-3 ft | 1000 | Pyrus arbutifolia. (Aronia.) 3-4 feet |
| 250 | Euonymus europaeus. 2½-3 ft | 700 | Sorbaria glaberrima. 2½-3 feet |
| 1000 | Forsythia Fortunei. 3-3½ feet | 1000 | Spiraea callosa. 2½-3 feet |
| 1600 | Forsythia intermedia. 3½-4 ft. | 100 | Spiraea Douglasii. 2-3 feet |
| 700 | Forsythia intermedia aurea. 3½-4 feet | 1000 | Spiraea opulifolia. 3-4 feet |
| | | 150 | Spiraea opulifolia aurea. 3-4 ft. |

We also have Azaleas and Kalmias to offer. If interested, state your requirements.

COCOANUT FIBRE. Wholesale and Retail Prices on application

## R. & J. Farquhar Company

6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

A writer in the Flower Grower, evidently an amateur, although he doesn't sign his (or perhaps it is her) name, has been discussing the catalogues from the point of view of the average buyer. Some of his (or her) comments are pointed and pat. As for example:

"Then there is 'Totty, the Novelty Man.' Personally, I am a firm believer in novelties. Why do so many people fight shy of a novelty and then envy a neighbor his garden of novelties and up-to-date varieties? Speaking of novelties, here is Farquhar's 'New and Rare Plants,' and Purdy's 'California's Choicest Bulbs,' and Wohlert's 'Oriental Flowering Trees' —Yes, they are illustrated,—profusely, but when I order I'll not regret the extra expense of color prints and half-tones, though I suppose exact facts might have been given in much less space. But I have read descriptions of Gladioli that made me feel that if I saw the plant in the garden I could not distinguish it from the stake to which it was tied.

"Then there is Burpee, good old reliable Burpee of Sweet Pea fame. I have been buying my Sweet Peas and other seeds of him for years and years, and not half a dozen rogues have I ever found among my Sweet Peas. When a firm sells me seeds of good quality, that are true to name, I'm willing to pay a few cents more for color prints and half-tones.

"In order to form an unbiased opinion of the merits of plants, one should read Fuld's and Child's catalogues together. Childs says, 'We introduced the Chinese Woolflower from China. There is not the slightest doubt that it is the most magnificent garden annual ever introduced.' Fuld answers, 'Chinese Woolflower is a freak, fit for a sideshow.' Childs: 'We named and introduced the Golden Glow several years ago.—It bears by hundreds exquisite double blossoms of bright golden color. We regard it as the most desirable hardy perennial. Fuld: 'I have omitted certain flowers which no one ought to cultivate, according to the opinions of gardeners of good taste and refinement. Foremost is the Golden Glow, a hideous plant and abhorrent to all lovers of flowers beautiful.'



Climbing Rose Silver Moon

"In spite of their disagreements I like both. One sentence from Childs' especially interested me: 'We offer very few Dahlias that do not produce flowers on long, strong stems. No matter how good a variety may be, if it is not fit for cutting we do not grow it."

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I am interested to receive reports from several parts of New England that the beautiful climbing rose Silver Moon is proving much hardier than it seemed likely to be, considering the fact that it contains considerable Cherokee blood. It is truly a splendid rose, and worthy the wide popularity which has come to it. Yet, after all, I do not see that it is finer in any way than Purity, which was put out several years ago by Hoopes Bros. & Thomas, but which is not nearly so well known, probably from lack of advertising. I grow both kinds and find that Purity is very hardy, has good foliage and very large pure white blooms, with golden stamens. Probably the ordinary man could not tell the difference between Silver Moon and Purity. Both are good roses for trellis or arbor. I have observed, however, that Silver Moon displays quite distinct individual characteristics, in some gardens being much more double than in others.

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The eleventh report of the year's experiences at Hillcrest Gardens, Weston, Mass., has been issued by Miss Marian Roby Case, and as usual it is a very interesting document. Miss Case is doing a remarkable work at Hillcrest, training boys to become good gardeners, good citizens, and enthusiastic nature lovers at the same time. Each summer a series of lectures is given which the boys report in their own way. The papers which result are read at a gathering held at the end of the season, and later are printed in this excellent report.

The report also contains a list of many interesting and unusual plants grown at Hillcrest, with notes upon their habits. In the present report is an interesting account of the vegetables grown from seed sent from China by Mr. Woon Yung Chun, who formerly was in charge of the boys at the farm. One of the most successful, it seems, was a big Wong Bok, a large headed cabbage with wide spreading leaves. The Chinese cucumber has black spines and produces heavily. The Chinese eggplant grown at Hillcrest was about the size of a hen's egg, and white in color. A watermelon from Mr. Chun's seeds proved earlier than the American kinds. And a Chinese leek grown was similar to American garlic.

The many friends in this country of Woon Yung Chun will be sorry to hear that he has had a serious illness, spending several weeks in a Chinese hospital. Previous to that he spent many months on the Island of Haiman, several degrees further south than Formosa, collecting plants and specimens. Evidently it isn't a particularly pleasant country to journey through, as in a letter to Miss Case Mr. Chun reported the fact that they were experiencing the seventeenth day of continuous rain, with no sign of a let-up.

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## TREATING FROZEN FLOWERS

What is the best method of handling cut flowers when received from the express company chilled or partly frozen? This question was recently submitted by a reader of The Canadian Florist, and it has been answered by Messrs. E. J. Gale, of the John Connon Co., Hamilton, and Ernest S. Simmons, of Simmons and Son, Toronto. Perhaps other florists who have had experience in this matter would give their opinions also.

E. J. Gale, Hamilton,—"Little good can be done with flowers that have been frozen, but the information I can give from experience may be of some use should the occasion arise.

"In cold weather cut flowers should be unpacked at once, and not allowed to be around the store.

"Flowers that have been frozen can be detected at a glance, and the best thing to do is to get all the blooms together and submerge them in cold water. Allow them to stay under for about 20 minutes or half an hour. Then take out, cut the stems, put back in cold water with heads up and in a cool place. If this treatment is not successful, in my opinion there is no hope. However, I would like to hear from someone else along this line."

E. S. Simmons, Toronto,—"Every florist has his own method of handling partly frozen flowers. I know of no method that would give good enough results ninety-nine times out of a hundred to be worthy of using as a formula. When we receive badly chilled or partly frozen flowers we submerge them immediately in cold water for a period of three or four minutes. Then we remove them and wrap or roll them up in paper, and submerge in a large vase containing cold water. This is stood in an ice-box or cooling room for a couple of hours.

"This method often meets with success, particularly if the flowers have not been touched with frost for too long a period."


**French Hydrangeas**

(Rooted Cuttings)

The best new French Hybrids for the Florist trade (Pinks and Blues)

$4.00 per 100; $30.00 per 1000. Ready for delivery in April. Book your order now as supply is limited.

ENGLISH IVY

The English Ivy has always been popular, and though overshadowed at times by new things, it always comes back. It is enjoying a revival and you will do well to have a good stock of it. We have a fine lot to offer. Ready now.

| | per 100 | per 1000 |
|---|---|---|
| Rooted Cuttings .... | $ 2.50 | $20.00 |
| 2 inch ..... | 4.00 | 35.00 |
| 2½ inch ..... | 7.00 | 60.00 |
| 4 inch, extra heavy | 22.50 | |

**C. U. LIGGIT**

Wholesale Plantsman

Bulletin Bldg. PHILADELPHIA

**Lily Bulbs**

NEW CROP—WRITE FOR PRICES

GIGANTEUM from Chicago, Denver, Toronto and New York. HARDY VARIETIES and FORMOSUM from New York.

**FOR IMMEDIATE SHIPMENT**

T. R. BEGONIA BULBS, BAMBOO STAKES green and natural. RAFFIA natural and colored. VALLEY PIPS Dutch and German Type. Rosa Multiflora JAPONICA Seeds and Stocks.

**FOR FALL SHIPMENT, 1921**

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

McHutchison & Co. 95 Chambers St. NEW YORK

**HAIL STORMS**

In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection. Address

**JOHN G. ESLER, Sec.**
**Saddle River, New Jersey**

**SCHOOL OF HORTIOULTURE FOR WOMEN, Inc.**

(18 miles from Philadelphia)
AMBLER, PA.

Twelve Weeks' Course in Floriculture, Vegetable Gardening, Fruit Growing, Poultry, Bees, Canning and Preserving, Farm Crops and Animals, beginning April 14th. Lectures and practical work. Circular on application.

ELIZABETH LEIGHTON LEE
Director

Catalogue

# ADVERTISING AND SELLING

There are two distinct kinds of advertising. One is meant to sell a certain article immediately. That is the simplest kind of advertising, the kind that is illustrated by the want ad or the department store ads. The other kind is designed to impress the name of a certain article or concern on the memory of the public to such an extent that it will become a household word and make sales inevitable. It is this type of advertising on which big business successes are built. Small men shy at it because they do not get returns the next day or the next week at the outside. Men with a vision employ it, because they are planning for next year and the year after that. Advertising of this sort is truly casting your bread upon the waters. It may not come back for many days, indeed, but back it surely will come in time.

The best advertising doesn't try directly to sell goods. It tries to create faith and confidence in you and the goods you sell. And, of course, the advertising isn't worth anything unless your merchandise and your service make good on the impression which the advertising creates.

Otherwise, it's like food which looks attractive but doesn't do any good. All you get out of it, and all the people who try it once get out of it, is the memory of a disappointment.

The real way to decrease your advertising expense is to increase. It'll start your business growing and pretty soon you'll find the advertising expenditures can't keep up with the growth.

There's a good deal of similarity between advertising and agriculture. You've got to plant the seed and tend it carefully in order to get the harvest.

The truth is that a decent advertising appropriation is an investment, not an expense. It's the too small advertising appropriations that are the expensive ones, for an advertising appropriation of this kind is about the greatest expense a business can endure.

The thing about which every florist wants to be sure is that he gets his advertising appropriation into the investment class and keeps it there. Then he'll begin to experience in his busness some of the wonders and pleasure of compound interest.

As you increase your advertising you increase your business so fast that your expenditure turns out to be a much smaller percentage than the percentage of your appropriation.

### HOW DO YOU FIGURE EXPENSE?

Are your cost figures accurate or guess work? Do you really know what you are making—or losing? How do you figure your own salary? How do your salary costs compare with your other expenses?

These things are worth thinking over just now. The answers may keep you out of bankruptcy in the long run. All too many florists live (temporarily) in a fool's paradise, because their bookkeeping is poor.

Paul Findlay, discussing this matter in the Retail Public Ledger, says:

"A dealer in a midwestern city with whom I talked, told me his total expense was 23 per cent. I asked him how it was divided and he said rent was 11 and wages 9 per cent—'and that's about all of it,' he concluded.


## Rhododendron catawbiense var. compacta (New)



The hardiest Rhododendron known. Bright red-purple. Forms very compact bush with glossy, darkest-green foliage. Splendid clumps from 1 ft. to 3 ft. in diameter, heavily budded. Prices and Catalogues. Hardy American Plants.

**HARLAN P. KELSEY**

**SALEM MASSACHUSETTS**

## As Sure As You Are A Foot High

many items will be out of the market just when you want them. So why not get our Bulletin right now—a postal card with business address will bring it—and you must be interested in the following:

APPLES, a general list—good kinds too.
PEARS, big quantity Bartlett. Also other varieties, 3 yr. old. Fine for retail trade.
DWARF PEARS too, at right prices.
PEACHES, take no back seat in growing this item. Lots of Elberta, Carman and J. H. Hale.
ORNAMENTAL TREES, Norway, Silver and Ash Leaf Maples, from 6 ft. up to 15 ft. high.
EVERGREENS, about cleaned out, except Arbor Vitae—a good quantity from 12 in. up to 6 ft.
BERBERRY THUNBERGII, you know we are the largest growers in the world. 2-3 ft., 18/24 in. and 12/18 in. grades. Also Seedlings.
CHERRIES, not long on—mostly sour varieties.
CALIFORNIA PRIVET, some nurserymen say it is out of the market—come to us—can offer you 2-3 ft. 18/24 in. and 12/18 in. strong 2 yr. grade.
AMPELOPSIS VEITCHII, strong 2 yr. grade. Also Seedlings at very low prices.
FRENCH APPLE and ROSE STOCK, quoted here at Manchester. Most of them trimmed ready to plant.
ORNAMENTAL SHRUBS, you should see our list before you buy.
ROSES, Climbing and H. P., a long list of scarce kinds.

Please let us hear from you if you want SERVICE and GOOD STOCK this Spring. WE CAN SERVE YOU RIGHT.

**C. R. BURR & CO.**

**Manchester -- -- Connecticut**

I asked him about heat—'furnished by the landlord'; about lights—'Oh, they don't amount to much; not $200 a year'; about telephone—'A mere trifle of $60 the year.' He figured no salary for himself and no interest on invested capital—'Discount more than offsets capital,' he said. But I found that he figured the discount and kept track of it as an earning, while he took no account of the interest charge.

"He did little delivery and so 'didn't worry about it,' but it cost much more than he imagined. He made no allowance for depreciation nor kept any account of markdowns.

"That man was a canny Scot and he had made good money for over thirty years. But it was merely because he had the instinct of the trader, got wide margins, and had a little place to watch. Had he been put into a larger sphere or into a business with many clerks and a multitude of small transactions, he would have to change his methods or he'd have gone broke.

"And even if one sidesteps disaster, where is the satisfaction in fooling one's self? How did that man figure his wage expense was 9 per cent when he himself sold more than any two clerks in his place and charged up no salary for himself? At the lowest calculation his wage expense was between 12 and 13 per cent and his total was not less than 28 and probably it was 30.

"How easy it would have been for him, with ample leisure in his small business, to calculate daily what he was paying for wages, including his own.

"We who perhaps have no soft snap of a business to run must stop, look, listen at all the crossings.

"There is less excuse for going wrong on wages expense than on any other, because it is the simplest of all expenses to keep track of. Given the basic knowledge of what it should be, any man can gauge what he can pay on any given business. Once the standard is ascertained and fixed, this expense can be checked not only monthly and weekly, but daily, at the cost of a very few minutes' time.

"The big items are rent, wages, deliveries. These alone make up such an overwhelming proportion of the total cost of operation that the man who knows what they amount to in his business has the ground quite solidly under his feet. Ten minutes every day probably not more than five minutes to the practiced man will enable you to check up on the percentage cost of these big items. They are the obvious things—plain as the nose on any man's face. Don't make too big a job of knowing where you stand on these items.

"Every other expense item is likewise important, but if you keep after the obvious ones and count in everything that should go there, the rest will soon come easy to you.

"As the most obvious, perhaps, is wages, and as it is the easiest to gauge and regulate to the ups and downs of business, watch it. But in watching it, do not forget your own time, to include your own wages, on the right basis."


**GLADIOLUS for Forcing**

Finest picked forcing kinds, now in our store, fresh from our own farms. All the leading named sorts, also our renowned mixtures. **America, Francis King, Pendleton, Halley, Panama, Sunbeam** (earliest yellow), **Vaughan's XXX Florists'**, and **"Standard" Mixtures.** Write for full list and prices.

| CALADIUMS | 1000 | TUBEROSES | 1000 |
|---|---|---|---|
| 5-7 in. | $ 40.00 | True Dwarf Pearl | |
| 7-9 in. | 70.00 | 3-4 in. | $25.00 |
| 6-11 in. | 125.00 | 4-6 in. | 35.00 |

1921 "Book for Florists," Mailed Free Everywhere

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

IF IN NEED OF

**RELIABLE NURSERY STOCK**

that is well grown, well dug and well packed

Send to the **BAY STATE NURSERIES**

Wholesale and Retail North Abington, Mass.

We Are Headquarters for The **BEST OF EVERYTHING** in

**PEAS, BEANS, CORN AND VEGETABLE SEEDS**

Glad to quote for present delivery or on growing contract for future delivery.

**JEROME B. RICE SEED CO.** Cambridge, N. Y.

**"SEEDS WITH A LINEAGE" ALL VARIETIES**

Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue.

**CARTERS TESTED SEEDS, INC.**

166 Chamber of Commerce Bldg., Boston, Mass.

HIGHEST GRADE SEEDS FOTTLER FISKE RAWSON CO. BOSTON

**FLOWER SEEDS and BULBS**

FOR THE FLORIST

Antirrhinum Begonia Calendula
Candytuft Centaurea Cobaea Cosmos
Dracaena Lobelia Marigold

Petunia Salvia Stocks Primula
Sweet Peas Verbena Gladioli Gloxinia
Canna Dahlias Caladium Hardy Lilies

**FOTTLER, FISKE, RAWSON CO.**

12 and 13 Faneuil Hall Square BOSTON, MASS.

# —HORTICULTURE—

Established by William J. Stewart in 1904

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## SUNSHINE

To labor with zest, and to give of your best,
For the sweetness and joy of the giving
To help folks along, with a hand and a song,
Why, there's the real sunshine of living.
—Robert W. Service.

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**Women and Gardens.** "Women always have from the first made a muss in a garden," wrote Charles Dudley Warner long ago. It was a witty allusion to the delinquencies of Mother Eve, but if such a statement were to be made today it would bring down upon the author's head the merited wrath of hundreds of women. The fact is that women are working a revolution in the horticultural world, and without doubt are responsible in large measure for whatever advance is being made in this country. At a recent banquet in Boston, Mr. Robert Cameron declared that the gardener of the future would have to know his business unusually well and keep posted on all lines of his work, because he would have to deal with women who had made themselves practical garden experts. At another banquet this fact was again emphasized by Mr. John Farquhar, who said that women were stimulating new activities in horticultural circles and bringing about a much higher standard through the efforts of such organizations as the Garden Club of America and the National Farm and Garden Association.

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**Cashing Checks.** We wonder why it is that florists are so often the victims of bad check artists. From all over the country reports keep coming of retail florists who have lost sums large or small as a result of cashing bad checks. There ought to be a rule in every establishment that no check shall be cashed for people not known to the owner. For that matter, some dealers have a rule not to cash checks at all. The statement is often made by a florist that he doesn't like to refuse to cash checks for fear of losing a good customer. A little intelligence, however, will enable any man to steer a reasonably safe course. If you know the endorser of a check is good for the money, and that his business methods are square, it probably would be foolish to turn down a check.

All too often, though, people use an accommodating florist simply as a means of obtaining money out of banking hours, and sometimes this is carried to such a point that it becomes a real nuisance. Not infrequently, too, a clerk is so impressed with the good clothes and polite bearing of a stranger that he accepts a check, especially if he purchases flowers. The excuse is often made that he was "such a nice appearing young man." Eagerness to make a sale should never cause a relaxation of the rule against cashing checks for strangers. It's bad business.

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**Whys Of Organization** Organization is being preached everywhere in the floral trade, but sometimes it is put on a basis of loyalty and up-to-dateness more than on the grounds of sound logic. For that reason it may be interesting to read the reasons why a man formerly an out and out advocate of cut-throat competition changed his opinions and has become a strong believer in cooperation and business association. Here are the reasons that influenced him in his thinking—ten of them:

First. When I read a bankrupt's list of creditors and find more than one merchant stuck by the same man, the moral shrieks louder than a calliope.

Second. All of us know more than any of us; few of us realize how little most of us know about the daily business of each of us until we begin to meet the rest of us and talk things over among the lot of us.

Third. It's fear that's at the bottom of most of our troubles—fear of competitors, loss of business, of failure. Even timid animals are brave when they run in packs—and they make a larger kill.

Fourth. Merchants suffer more, in mind and estate, from lies told them about one another by their customers than from any other cause—and there is just one obviously sensible cure for that.

Fifth. More or less wise old Ben Franklin said: "We must hang together or hang separately."

Sixth. No, cousin, your problems are not "peculiar." You fellows have the same perplexities, and why waste time and money blundering into a solution alone, when you can get help by being willing to give help?

Seventh. Merchants are all in the same boat—very few ever advance much in profits and prosperity except as the trade as a whole advances. Pull together for the good of all and bring prosperity to you much quicker.

Eighth. You think your competitor a scoundrel—but he thinks you a crook. Both equally right, of course—but it's when thieves fall out that they get into trouble.

Ninth. Civilization itself is organization. What good reason can any merchant give for remaining in his own little business cave, a prey to every beast of trade, when he could find added safety and prosperity in combining with his fellows?

Tenth. I once helped a blind man across the street, and lo! I was safely across myself as well. His cane had found a mudhole that I did not see.



# Coppersmith

## Burpee's New Dahlia for 1921

COPPERSMITH Dahlia is an ideal garden variety which is unsurpassed for cutting or general decorative work. The habit of the plant is perfect, the growth sturdy and upright and only of medium height.

COPPERSMITH blooms early and continuously and is most floriferous. The plants are literally smothered with flowers, which are borne clear above the foliage on stiff, wiry stems. In type it is midway between Peony-flowered and Duplex.

One of the outstanding features of COPPERSMITH is its glorious Autumn color, which may be described as a pleasing shade of light copper or bronze with a glistening-like suffusion of salmon-yellow. The reverse side of the petals is reddish-bronze.

For the past three seasons COPPERSMITH has been one of the most admired varieties in our Dahlia fields at Fordhook. Although brilliant in daytime, the unique color of COPPERSMITH is intensified under artificial light. Awarded Certificates of Merit at the Dahlia Show of the Pennsylvania Horticultural Society September, 1920.

Strong Roots, $2.00 each; 3 for $5.00; $20.00 per dozen, postpaid.

**W. Atlee Burpee Co.**
**Seed Growers Philadelphia**

### THE NEW ROSE ANNUAL

**Full of Interesting Material for Professional and Amateur**

The new edition of the Rose Annual for 1921 will be out probably by the time this appears. It is a handsome book of 188 pages, very up-to-date, and reflects great credit on its editor and publisher, J. Horace MacFarland. There is a splendid symposium in its pages from all the leading rosarians of this day and generation, both amateur and commercial. Everybody ought to have a copy. The members of the American Rose Society get one free, and others can get one for the price of joining, which is only three dollars. The officers of this society certainly deserve our utmost admiration. The society has grown from about a hundred members a few years ago—with the hard work and enthusiasm of its officers—until today they have actually passed the twenty-five hundred mark in membership! Write the secretary today and show your interest. His address is:—John C. Wister, 606 Finance Bldg., Philadelphia. A three will make you a member and get you the great book.

From the commercial grower's standpoint, one of the best articles in the book is by Samuel S. Pennock. He reviews the merits and demerits of all the commercial roses of the day, and sums the situation up to the present to a nicety. His review of the coming and going of popular favorites—and the why and wherefore of their came and went (if you will excuse the bad grammar) is most instructive and interesting, and should be carefully studied by every commercial rosarian. There is much food for thought in his review, both for the grower and the retailer. There are also splendid articles by Charles T. Totty and Wallace R. Pierson on other branches of the commercial field.

Another fine feature is the itinerary of the great rose trip to the Pacific in 1922. But of that, more later. Only, get ready to get excited—all you rose lovers!

---

"McNutt Floral Company" is the name of a new business which has filed application for a charter at Knoxville, Tenn., with a capitalization of $50,000. Those signing the application for a charter are A. J. McNutt, R. W. Perry, C. W. Henderson, D. L. Grover, and T. C. Reep.

### DATES TO REMEMBER

Make a note of these on your March calendar, Mr. Florist:—

March 15—Jackson Day.
March 17—St. Patrick's Day.
March 18—Cleveland.
March 20—Palm Sunday.
March 25—Good Friday.
March 27—Easter Sunday.

And be well prepared in advance for all these important occasions.

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BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
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# BREEDING CARNATIONS

By C. H. CONNORS
New Jersey Experiment Station

A person who takes up the breeding of horticultural plants, especially those propagated by cuttage or graftage, is as much an adventurer as Columbus or the Pilgrim Fathers. What I mean by that is that he, like they, may have some definite object to attain, but how soon will be the consummation is a question of persistence and great patience.

Horticultural plants are of two general classes, with respect to the method of propagation, viz., those propagated by seed and those propagated by vegetative means, such as cuttings, grafting, and budding. In the first class, breeding may be relatively simple, since an effort is made to maintain strains, and colors within strains, pure by selection. Working with fixed characters, such as pure colors, tall or dwarf habit, weak or vigorous constitution, the breeder can prophesy with a considerable degree of certainty what results will be possible in a given cross.

With plants propagated by vegetative means, there can be no certainty as to what the progeny resulting from any cross will be, except in one or two minor matters, which will be considered later. The breeder of plants of this class must decide whether he will adopt one of two methods: (a) the summary production of new varieties; and (b) systematic crossing and selection along a given line. In the one case, he makes a cross and if nothing promising occurs, discards the whole lot and starts over again. In the other case, he makes a cross and if the desired individual is not found, he selects the ones most nearly approaching the ideal and self-pollinates or crosses with some of the other promising ones or even with the parents. The latter is the more scientific method and will, I believe, lead more surely to results.

### The Botany and Structure of the Carnation

The American perpetual flowering or greenhouse carnation (Dianthus caryophyllus) is believed to be the result of hybridizing a number of species of Dianthus. Just what species were involved or when or where or how this hybridization occurred it is not possible to state. The original form, of course, was a single flower with five petals, one pistil and ten stamens. The increase in the number of petals and petaloid organs has been obtained mainly by means of the division of the stamens, so that a variety like Enchantress may have between 60 and 80 petals, and the number of stamens may be 20 or even more. In the case of some varieties, however, the flowers are imperfect, no stamens being present, as in the old yellow variety James Whitcomb Riley; in other cases, the stamens are present at certain seasons and absent at other seasons, as in White Perfection and Prosperity.

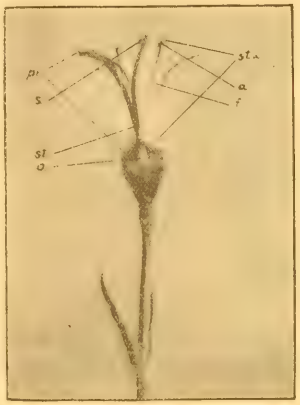



FIG. 1.

### Breeding Operations

The first step in breeding is to learn as much as possible about the species with which the breeder is to work, by reading and cultivation. Study of varieties under varying conditions will frequently give some idea of what effect they will have on the progeny. For example, Matchless is classed as a white but under some growing conditions it carries considerable pink in the petals, so it may contribute pink to its progeny.

The structure of the flower should be studied, to know when the pollen is ripe and when the stigma will be receptive to pollen. Figure 1 represents a carnation flower with the petals removed to show the several organs of the flower.

The next step is the formulation of the ideal for which he is to work. This is usually mental. The next step is the selection of parents that approach nearest to the ideal and cross them. It is well in selecting the parents to use as the female parent the one having vigor, productiveness and flower size.

The tools required in the breeding work are simple. A pair of curved scissors, such as manicure scissors, a pair of forceps, those with curved ends being better, are really all that are needed. A small hand magnifying glass is desirable and it is wise also to have a bottle of alcohol (the denatured kind will do, under the existing circumstances) in which to dip the scissors and forceps after each operation, in order that no undesirable pollen will remain thereon.

(To be Continued)

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Rooted cuttings $15 per 100
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## George Watson's Corner

"You in your small corner and me in mine."

When the stranger first comes to Philly he first feasts his eyes on Wm. Penn, then he says: well, let's get some oysters at Kelly's and then let's take a car out to Robert Craig's at Norwood. It's only a twenty-five minute ride and young Robert's there smiling and looking more than ever like his old daddy as the years roll by. You get to Norwood and tramp around among acres of native products in greenhouses and see all the latest. It's getting near Easter, now, so it's roses in pots; lilies in pots; hydrangeas in pots; azaleas in pots; and oh, the most beautiful vistas of cyclamen you will see in America! Our dear old friend the broom is there with its yellow fragrance, sweet and charming, the nearest we can get to our old golden dazzle of the Scottish hillsides, waysides and mountains. It fills the bill sentimentally, as does the present influx of Erica melanthea for our old mountain pink beauty, the Scottish heather. Then we come to the Nile beauty, the calla. Pure, chaste, simple, and charming ever the same since the days of Pharoah except that they've got a golden one now, which seems to reach the untutored hearts of the multitude. Very charming, indeed; but the glistening purity for mine! And as for that "twin" of Jim Brown's—he calls it "Keltic" for some unknown reason—"Siamese" would appear to me to be the word not "Keltic." We Kiltys are sensitive about deformities, else we would never have dared to wear the kilts. And it takes some courage for some of our lady friends to wear these same kilts on Chestnut street today—if they happen to be knock-kneed or bandy-legged.

There is a big vista of Easter lilies and they look fine. A small percentage are rather short-stemmed, but the flowers will be just as pure and fragrant as their big, stately, tall and strapping sisters! How is it we can't get poetical about the cineraria? For flash and show it is hard to beat it. But when you have said that—somehow we sentimentalists, while we love its dazzling beauty, fail to get into raptures about it, and we just pocket the dollar and smile at the neophyte—knowing that in time he will learn that mere color is not everything in flowers, any more than it is in human characteristics. Houses and houses of draceenas, and palms, and pandanus;

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very interesting and very beautiful as we walk through.

Then we run up against a human interest. Mike Bogan, with his old clay pipe. The cyclamen expert. My, my. How are you, Mike? Well, well, Gosh, it's but yesterday, thirty-five years ago, since we were arguing geraniums in your old Darby road place. And here you are, live and chipper. Just then who should walk along from the next potting bench but August Lutz, with his overalls on. Gosh, August, with that million of yours laid away, what are you doing here? Before August could reply, Mike butted in and said his women folks get sick of him meddling 'round their household affairs all the time, so he is glad to come out and do a day's work and be happy. I guess Mike's in the same boat and knows what he is talking about. Both these old timers are happiest when they are working at their favorite job. But it isn't the money now. It's because they love it. There's a little touch of human interest wherever you go, if you'll only watch out for it!

And that reminds me that I must send a few lines from you all in the shape of an open letter to the senior Robert. He is 74 now, and nursing the twinkle in his eye down in Porto Rica, but he will be glad to get a wee screed, so here goes:—

Dear Robert:

While you are sitting under your palm trees in San Juan, Porto Rica, these days, when we have a foot of snow to plow through from Lansdown to old Philly, no doubt you like to read between puffs and sips what that kid, George Watson, has to say. Nothing of much importance, you may be sure; but if not instructive it might possibly be amusing to your academic soul. That's the thought and I hope I see that old humorous twinkle at the corners of your eyes. All of which being granted comes the other side of the proposition. Suppose you give out a few of the sublime or otherwise thoughts that are meandering through your old head down there a thousand miles from Key West and fifteen hundred from Philadelphia. I'm sure all us old timers would like to hear from you. Do you approve of Yap being handed over to the Japs? Do you know who is the present King of Abyssinia? Are crullers doughnuts? Would John Walker go first to Kelly's Oyster House or to hear Hughey Dougherty? Do you know how to get to Pettys Island and back in the dark? Do you know that Bill Harris, if he were with us today, would disagree with some of your opinions? And what, particularly, would these opinions be? Would


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you stand in a mob at Broad and Locust to hear Bill Bryan talk free silver? These are only a few of the questions we would all like to have your opinion about, now that you have plenty of time and the dracenas are coming along nicely. Growing like weeds, Frank Ross says. So come across, and we will make a "Craig Corner" for you in our modest Boston twice-a-monthly.

GEORGE.

---

Frank M. Ross has purchased the property 1327 Girard avenue, Philadelphia, and intends to establish there Ross Flower Store Number Four in the near future. He will have erected a modern, up-to-date edifice that will be a credit to the business and have all the earmarks of the progressive spirit that has made the name of Ross well and favorably known far beyond the confines of Philadelphia. Broad and Girard avenue has become a great center during the past twenty years, halls, theatres, opera houses and all kinds of thrilling activities having been developed there, and the next ten years will behold even greater wonders in that neighborhood as soon as the Broad street subway is completed. The wideawake ones like Ross are already on the job and their reward will come in due course and in ample measure.

---

It is said that Arthur Summett is to remove his nurseries from Mount Vernon, N. Y., to Scarsdale.

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# S. A. F. & O. H. Department

A meeting of the Publicity Committee was held at the New Willard Hotel, Washington, D. C., on January 23rd. Chairman Henry Penn of Boston presided.

The report of H. V. Swenson as manager of the Florists' Publicity Service Bureau was, in the absence of Mr. Swenson, presented by Mr. Asmus. The report covered sales of supplies and bilboards, and showed a profit to the Campaign Fund of about $3,000, produced in the period between Spring of 1920 and the date of the present meeting. Mr. Swenson, in the report, stated that it seemed quite impossible under the conditions existing to meet outside competition in similar lines to maintain the prices necessary to turn over a profit from the Bureau, and asked to be relieved from his proposition not later than June 1st. After a lengthy discussion, Mr. Pierson moved, seconded by Mr. Hess, that the present agreement with Mr. Swenson continue on the same terms, and the motion was carried.

Mr. Asmus reported that arrangements had been completed with the Brinkman Company for the storage of the billboards on hand, and for shipments from storage upon orders coming in from now on. About 157 boards were found to be on hand.

JOHN YOUNG,
Secretary.

New York.

## EDWARD C. DUNGAN

A prominent figure in the American seed trade passed away March 4 when Edward C. Dungan died after an operation in the Medico-Chirurgical Hospital in Philadelphia. He has suffered for years from internal troubles and in spite of the best the doctors could do finally cashed in at the early age of 58. He was general manager of the William Henry Maule Company, in which firm he started as a boy, and remained there all his life except for a brief interval in Newark, N. J., where he and another prominent seedsman of Detroit formed a partnership and took over the Noll concern. After a few years Mr. Dungan disposed of his interest there and returned to his old friend, William Henry Maule. On the death of Mr. Maule, shortly after, more responsibilities were thrown on Mr. Dungan and all of these he stood up under in admirable shape.

His confreres in the seed trade finally dragged him out of his bashful

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| Bailey's Cyclopedia of Horticulture, 6 volumes | 48.00 |


security, however, and made him president of the American Seed Trade Association, which high honor he greatly appreciated and graced the position with honor and distinction. The last catalogue issued by his firm (1921) is largely his work and shows him at his very best mentally—even to the last of his physical reserve.

A wonderful man in all respects and one whose fine points we hardly begin to fully realize, when along comes the grim reaper and wipes him off, just when we've begun to appreciate the wonderful development of a fine genius to its full flowering. I have been in the seed business myself in Europe and America for the past 45 years and have met most of the great men in that line on both sides of the Atlantic during the period mentioned in one way or another, and I take my hat off to Edward C. Dungan as a great credit and a true exponent of the highest ideals of that ancient craft. And I am sure all who knew him will say, Amen!

GEORGE C. WATSON.

Samuel Untermyer will pay $5,000 to Frederick S. Smythe, a landscape gardener and florist, according to the settlement arrived at before Referee, John F. Ringwood in White Plains, N. Y. Mr. Smythe's action was started to recover $7,800, the balance of a commission of $138,000, for laying out the gardens of Greystone, Mr. Untermyer's Yonkers place.

A. C. Hendry has purchased the Rever Street Greenhouse at Oneonta, N. Y., from A. Angelillo. The latter will continue his store on Broad street.


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Fresh Cut Decorative Evergreens

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**Advertisements in this Department, Ten Cents a Line, Net**

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Wood labels for nurserymen and florists. THE BENJAMIN CHASE CO., Derry Village, N. H.

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Electro Windshield Cloth. Owners of Autos will find that one rub with our cloth over windshield will keep off rain and snow. Satisfaction guaranteed or money refunded. After one fair trial you'll never want to be without one, $1.00 each.
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4000—2¼-in. Dunlop—fine. Ready to shift to make room. @ $100.00 per 1000.
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J. K. ALEXANDER
East Bridgewater, Massachusetts

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MONTBRETIAS—Crocos miaeflora and Potsii now offered at the low price of $4.00 100, $30.00 1000. These bulbs are scarce.—Ernest Adshead, Auburn, Mass.

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### THE BEST

In Novelties and Standard Kinds.
Catalogue on Application.
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IF YOU WANT fine Dahlias, plant Brown's. 500 kinds to select from. Send a post card for a Catalog or better still enclose $1.25 for 20 Dahlia bulbs that have got mixed in handling. Post paid anywhere. W. F. Brown, 46 Palmer St., Norwich, Conn.

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700 USED LIGHTS, 12-16 in.
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My revised bargain list of Gladioli mailed on application. Prices named therein defy competition. Write for it.
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| Blue Mixture, ½ to 1 in. | $ 6.00 |
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250 same rate, Cash.
Send for complete surplus list.
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New and standard varieties, Bushel Basket, St. Martin, etc., New Price List free.
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WANTED—A man capable of being responsible for the night work on Rose growing establishment where there are six firemen employed. A good Rose grower preferred. Call and see the foreman, or address L. B. Coddington, Murray Hill, N. J.

WANTED—Two Rose growers capable of making good. Please state whether married or single, and particulars. Call and see the foreman, or address L. B. Coddington, Murray Hill, N. J.

CABBAGE PROTECTION—M. & M. Tar Felt Pads will prevent the Maggot from destroying your Cabbage. $1.50 per 1,000 postpaid in 2nd, 3rd and 4th zones. A trial of 100 postpaid for 50 cts. Modern Mfg. Co., P. O. Box 2854, Phila., Pa.

FOR SALE—Well-Built Greenhouse establishment consisting of three houses, one 28x200 ft., one 15x100 ft. and one 15x30 ft., all in A1 condition, located high and dry, coal for rest of winter. Dwelling, Garage and 13½ acres of Ground. Houses fully stocked. Possession can be taken at once. Price $35,000, cash required, $10,000. E. A. Wittmann, R. F. D. No. 2, Paterson, N. J.

FOR SALE—One 4-in. hot-water circulator and motor, all in good condition. Just the thing to speed up sluggish circulation. Price $100.
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Of nearly all of the standard commercial varieties and some of the best new things. Sizes mostly ⅜ to ½ in. and ½ to ¾ in. Also bulblets for sale. Write me for quotations, stating quantity you can use.
**Robert R. Walker, Mansfield, Mass.**

### FANCY AND DAGGER FERNS

$1.50 a thousand. Pussy Willows, assorted, 5c—shorts, 2c. Special price on large quantity. Cash. It's nice stuff.
H. Blauvelt, Pittsfield, Mass. 4-10

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Plants from 2¼-in. pots. All best varieties for forcing and bedding. Ready now or will reserve for later shipment. Write for general list and prices.
THE AMERICAN ROSE & PLANT CO.
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EVERY GLADIOLUS GROWER, SEEDSMAN, NURSERYMAN or FLORIST who has but limited space at hand for growing purposes and wishes to realize the HIGHEST POSSIBLE YIELD in FLOWERS, BULBS and DOLLARS per SQUARE FOOT should have a copy of my new book, "THE GLADIOLUS FOR PROFIT." Every detail connected with the outdoor growing of these bulbs for the GREATEST PROFIT is given. Illustrated with twelve halftones from actual photographs showing my intensive system of culture that BRINGS THE PROFIT. A special chapter on DAHLIAS showing the PROFIT WAY to grow these for cut flowers and bulbs and, most important of all, WHAT VARIETIES to grow in the MIDDLE WEST in order to get a crop and the money EVERY YEAR. The merits of ONE HUNDRED and THIRTY varieties of Gladioli are cussed and discussed and the MONEY MAKERS POINTED OUT. There is good money growing the Gladiolus if you START RIGHT, and this book will START YOU RIGHT. Satisfaction or your money back. Mailed postpaid anywhere upon receipt of $1.00. R. M. Champe, Oakland Gardens Nursery, Walled Lake, Mich. Address all letters until April 15, next, to me at my southern plant farm, Box 412, St. Petersburg, Fla.

### PETUNIAS

PETUNIAS.

Diener's Ruffled Monsters, single. The largest and most beautiful ruffled variety of Petunias in existence. Ruffled Monster seed in separate colors, pink, red, variegated, white, red with black center, pale lilac, and all colors mixed.
The following somewhat smaller than the Ruffled Monsters; Pearl of Kentfield, flesh pink frilled, dwarf, purple or blue and white frilled.
Price per package, 50c
Catalogue will be sent free on request. Write for it today.
Mr. W. L. Ferguson, Smiths Falls, Ontario, under date of Dec. 2, 1919, writes us the following in regard to our Petunias:
"Last year I purchased Petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8 per cent of the plants could be classed as common. I want more of the same quality each year."
Mr. Rudolph Nagel, Lancaster, Pa., under date of Dec. 14, 1919, writes us:
"I had, last year, just a few of your Petunias, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectation."
RICHARD DIENER CO., INC.
Kentfield, Cal.

GLADIOLI.

Jack London, Anna Eberius, Thomas T. Kent and Mrs. H. E. Bothin; the four greatest and most perfect Gladioli in existence. They have won the greatest admiration wherever shown and will be grown by the million. Our new catalogue, showing some of our varieties in natural colors and describing many of our other new creations, is free on request. Write for it today.
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Gladiolus Primulinus, the coming Gladiolus for forcing and artistic display, and new colors.

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| First size, 1 1-4—2 1-2 in. | $25.00 |
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The smallest bulb produces a flower, only they blossom later in the fall. 5 per cent discount cash with order, net 30 days.
The Chautauqua Flowerfields,
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UNIQUE BEANS, Pods 2 to 4 feet long. Meritorious and palatable. Pkt. each 17 varieties 50c.
M. Hardin, Geary, Okla.

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Competent man for establishment near New York City where general horticultural business is conducted outside of cut flowers—who can either take charge of 60,000 feet of glass, or attend to outdoor nursery and landscape work or fit himself for salesman on the road—Liberal wages paid according to whatever a man is able to earn. Only man with good knowledge of the business, willing to take an interest in his work and who realizes that the War is over and everybody must get back to earth. Address with full particulars and salary expected to

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America, Columbia, Primulinus Seedlings, Independence and Mrs. King, mix., Isaac Buchanan, Maize, Mrs. A. C. Beal, Mrs. Pendleton, Mrs. Beecher, Princeps and others. Send for list.
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Unlimited Supply of Lilies, Roses, Hydrangeas, Cinerias and Ferns. Market prices. Orders filled in rotation.
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DAHLIAS—Cut flower sorts. Pink and white, labelled, $5.00; 100 assorted, labelled, red, yellow, bronze, pink and white, $5.50. Cash. List of 340 varieties at rock-bottom prices. Indiana Dahlia Farm, New Albany, Ind. Home of the King of Commerce Dahlia. 1-25

FLOWER POTS, Seed, Fern and Orchid Pans—Nico Fume—Aphis Punk—Nicoticide—Tobacco Stems Dust Blood Bone—Horn Shavings—Sheep Manure—Florists' Supplies. U. Cutler Ryerson, 108 3rd Ave., Newark, N. J.

CYCLAMEN SEEDLINGS—Best strain of seed, 3 to 5 leaves, in all colors, ready for immediate shipment, $6 per 100. Also 2½-in. stock, ready now, 5 to 7 leaves, $12 per 100.
Frank Edgar, Waltham, Mass. 4-1

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*The Insecticide that kills plant Lice of many species*

The Reorganized Standard Insecticide.

A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

Quarts, $1.00; Gallon, $3.00

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LEMON OIL CO.'S STANDARD SOLUBLE IN WATER INSECTICIDE

Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts

½ Pint, 30c; Pint, 50c; Quart, 90c; ½ Gallon, $1.50; Gallon, $2.50; 5 Gallon Can, $10.00; 10 Gallon Can, $20.00. Direction on package.

**LEMON OIL COMPANY**

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420 W. Lexington St., Baltimore, Md.

USE WIZARD BRAND CONCENTRATED PULVERIZED MANURE

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The Florists' Standard of uniform high quality for over ten years. Specify: WIZARD BRAND in your Supply House Order, or write us direct for prices and freight rates.

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Wheelbarrow Leaf Racks for water truck ..... $7.00
Water Trucks, 2-inch tire ..... 4.00
Barrels, extra ..... 6.50
Box Beds, extra ..... 5.25
Leaf Racks for water trucks ... 10.00

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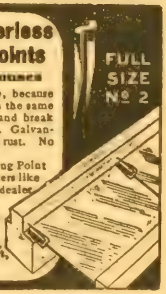
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Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

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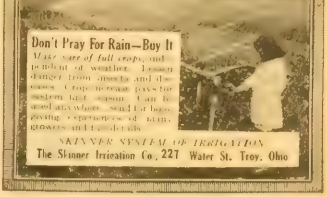
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EAST DEDHAM, MASS.

SKINNER SYSTEM OF IRRIGATION




SKINNER SYSTEM OF IRRIGATION
The Skinner Irrigation Co., 227 Water St. Troy, Ohio

# CRAIG SPECIALTIES

## For Easter and Spring Delivery

**We cordially invite you to our new home at Norwood, Delaware County, Pa., easily reached by Pennsylvania R. R. to Norwood and Baltimore and Ohio R. R. to Holmes Station, or by trolley. Those having their own greenhouses or conservatories would do well to have shipments made during early March.**

### HYDRANGEAS

**The New French Hydrangeas**

All of the varieties here offered have been tested by us under ordinary conditions as to their adaptability to forcing for Easter.

4-in. pots, $6 per doz.

5-in. pots, 6-in. pots and 7-in. pots, heavily flowered, $9, $12, $15, $18, $24, $30, $36, $42 and $48 per doz.

8-in. pots, $4 and $5 each.

April delivery, 2½-in. pots, Hydrangea otaksa, strong plants, $8 per 100, $75 per 1000.

April delivery, assorted French Hydrangeas, 2½-in. pots, strong plants, $8 per 100, $75 per 1000.

### ROSES

**Lady Gay**

In grand condition, trained into fan, globular and pyramidal shapes, $1.50, $2, $2.50, $3, $3.50, $4, $5, $6 and $7.50 each.

Special ball shapes, $2.50, $3, $4, $5 and $7.50 each.

Baskets, $10, $12.50 and $15 each.

Umbrellas, $6, $7.50 and $10 00 each.

**Tausendschoen—Thousand Beauties**

This was our finest and most popular Climber last year, and this year our stock is large and the plants are much finer.

Trained plants, fans, globular and pyramidal shapes, $2, $2.50, $3, $3.50, $4, $5, $6, $7.50 and $10.00 each.

Baskets, $10, $12.50 and $15 each

Umbrellas, $6, $7.50 and $10 each.

**Excelsa—New Climbing Rose**

This variety is known as the Red Dorothy Perkins. The color is brilliant and it is bound to prove the most popular red Rambler. We offer splendid plants in 6-in., 7-in. and 8-in. pots, $2, $2.50, $3.50, $4, $5, $6, $7.50 and $10 each.

Baskets of Excelsa, $10, $12.50 and $15 each.

Umbrellas, $6, $7.50 and $10 each.

**Rosiere New**

Dark sport of Tausendschoen. Very beautiful. A great improvement on the popular Thousand Beauties (Tausendschoen), and consequently a welcome addition to this section. While it has the same habit of growth and general characteristics as Thousand Beauties, the color is superior—a deeper and more even shade of cerise-pink or carmine.

Trained plants, fans, globular and pyramidal shapes, $2, $2.50, $3, $3.50, $4, $5, $6, $7.50 and $10 each.

Baskets, $10, $12, and $15 each.

Umbrellas, $6, $7.50 and $10 each.

**Hiawatha**

One of the prettiest of all the climbing Roses. Deep red with golden disc in center of flower.

Trained plants at $1.50, $2, $2.50, $3, $4, $5 and $6 each.

Baskets, $10, $12 and $15 each.

Umbrellas, $6 and $7.50 each.

**Paul's Scarlet Climber**

One of the most promising climbing Roses yet sent out. Vivid scarlet, semi-double flowers of medium size, produced in large clusters and in great profusion. The color does not burn or fade. This Rose has been exhibited extensively in Europe and received numerous awards. 5-in. and 6-in. pots, trained plants, $1.50, $2, $2.50 and $3 each.

**Hybrid Roses**

Including Ophelia, Donald MacDonald, My Maryland and Mrs. John Dunlop. Very fine plants in bud and flower for Easter sales.

6-in. pots at $15 and $18 per doz.

**AZALEA HINODIGIRI**

Bright red in color and one of the finest and best keeping Azaleas ever sent out. We have never been able to meet the demand at Easter. The variety has the added advantage over Indica Azaleas that it is absolutely hardy.

5-in. pots, fine for baskets, $18 and $24 per doz.

5½-in. pots, $2.50 and $3 each.

6-in. and 7-in. pots, fine plants, $3.50, $4 and $5 each.

8-in. and 10-in. pots, $6, $7.50 and $10 each.

**GENISTA RACEMOSA**

The finest stock of Genistas ever offered. Every plant grown cool, exceptionally well flowered and shapely.

4-in. pots, $6 per doz.

5-in. pots, $9 per doz.

6-in. pots, $12 and $15 per doz.

7-in. pots, $18 and $24 per doz.

Also some very good standard and bush forms in larger sizes at $2.50, $3 and $4.

**GOLDEN CALLAS**

6-in. pots at $1.25 each.

8-in. pots and Ferns at $5 each.

**LILIUM GIGANTEUM**

Suggest placing orders early to avoid disappointment, such as was experienced last year.

6-in. pots, with from 4 to 10 flowers.

8-in. pans, with from 12 to 25 flowers.

Cut Lilies

25c per bud and bloom.

**CINERARIAS**

Largest and finest stock ever offered by us.

6-in. pots, $12 per doz.

7-in. pots, $15 and $18 per doz.

**SPIRAEA GLADSTONE and QUEEN ALEXANDRA**

6-in. pots, $18 and $24 per doz.

7-in. pots, $24 and $30 per doz.

8-in. pots, $36 per doz.

**GARDENIA VEITCHII**

We have an exceptionally fine stock for Easter flowering. There is not anything finer than the small sizes for basket work.

3-in. pots, $5 per doz., $35 per 100.

4-in. pots, $9 and $12 per doz.

8-in. Azalea pots, $2.50 and $3 each.

**LILY OF THE VALLEY**

5-in. pots, 15 pips, $18 per doz.

### DRACAENAS

**Dracaena Godseffiana**

Green and white leaf, very hardy, fine for baskets.

2½-in. pots, $20 per 100.

3-in. pots, $35 per 100.

4-in. pots, $60 per 100.

**Fancy Dracaenas**

We are offering a collection of the new and rare Dracaenas, including Imperialis, Amabilis, Pere Charon, Mandaiana, etc. Very handsome for home decoration or for fancy combination baskets.

4-in. pots, $9 per doz.

5-in. pots, $15 per doz.

6-in. pots, $18 and $24 per doz.

7-in. and 8-in. pots, $3.50, $4 and $5 each.

**Dracaena Massangeana**

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.

4-in. pots, heavy, $12 per doz., $100 per 100.

6-in. pots, $2 and $2.50 each.

8-in. pots, heavy, $4 and $5 each.

**Dracaena Fragrans**

Plain green leaf.

4-in. pots, $9 per doz.

6-in. pots, $24 per doz.

8-in. pots, $5 and $6 each.

10-in. tubs, $7.50 each.

**Dracaena Lord Wolseley**

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.

2-in. pots, $20 per 100.

3-in. pots, $35 per 100.

4-in. pots, $60 per 100.

5-in. pots, $15 per doz.

6-in. pots, $18 and $24 per doz.

7-in. pots, $3 and $3.50 each.

**Dracaena Sanderiana**

Small light green leaves, edged with creamy white. Fine for center of fern dishes or basket work.

2½-in. pots, $20 per 100.

3-in. pots, $50 per 100.

**Dracaena Kelleriana (New)**

One of the finest foliage plants for combination baskets or boxes. Improved Godseffiana.

2¼-in. pots, $20 per 100.

3-in. pots, $35 per 100.

4-in. pots, $60 per 100.

8-in. pots, made up, very handsome, $5 and $6 each.

**Dracaena Terminalis**

Exceptionally well colored.

2¼-in. pots, $20 per 100.

3-in. pots, $35 per 100.

5-in. pots, $15 per doz.

6-in. pots, $18 and $24 per doz.

We would suggest ordering the above early as the demand is always great.

**Dracaena de Smetiana**

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.

4-in. pots, $7.50 per doz., $60 per 100.

5-in. pots, $1.00 each.

6-in. pots, $2.00 each.

7-in. pots, $3.50, $4 and $5 each.

**Dracaena Warneckii (New)**

Silver and green leaf. Very durable.

6-in. pots, $30 per doz.

7-in. pots, $4 and $5 each.

**Dracaena Lindenii**

Same type as Massangeana, but with the golden stripes on the outer edges of the leaf.

4-in. pots, $12 per doz., $100 per 100.

6-in. pots, $2 and $2.50 each.

8-in. pots, $5 each.

**Dracaena Longii**

Improved sport of Dracaena Warneckii. One of the very best novelties in foliage plants introduced for years. Dark green outer edge with pure white stripe in center of leaf. Stock limited.

4-in. pots, $5 each.

5-in. pots, $10 each.

**FICUS PANDURATA**

6-in. pots, 2 ft. tall, $2 each.

7-in. pots, 3ft. tall, $2.50 each.

8-in. pots, 4ft. tall, $3.50 each.

**LATANIA BORBONICA**

5-in. pots, $12 per doz., $90 per 100.

6-in. pots, $18 per doz.

**ASPARAGUS PLUMOSUS**

2¼-in. pots, $5 per 100, $45 per 1000.

3-in. pots, $12 per 100, $110 per 1000

**PANDANUS UTILIS**

5½-in. pots, $15 per doz.

7-in. pots, $2.50 each.

**PANDANUS VEITCHII**

Well colored plants.

6-in. pots, $24 and $30 per doz.

7-in. pots, $4 each.

8-in. pots, $5 and $6 each.

10-in. pots, specimens, $10 each.

**ARECA LUTESCENS**

3-in. pots, single, $35 per 100, $325 per 1000.

4-in. pots, single, $60 per 100, $550 per 1000.

5½-in. pots, made up, $150 per 100.

6-in. pots, made up, $24 and $30 per doz.

7-in. pots, $4, $5 and $6 each, made up.

## THE ROBERT CRAIG COMPANY, Norwood, Delaware County, Penna.

*Easter Telegraph Orders*

# *FOR KANSAS CITY*

AND ALL POINTS WITHIN
REASONABLE DISTANCE

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# *SAMUEL MURRAY*

1017 Grand Avenue, Kansas City, Mo.



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Ever stop to think that every once in a while some little thing makes about as much noise as a big one? Just for example; we build a big rose house for the Joseph Heacock Company at Roeloff. Along about the same time we finish the charming little L shaped layout for Mr. Glenn Curtis at Garden City, L. I. You hear about as much about one, as about the other.

Which fact sort of seems to indicate that Quality is always the big thing no matter how small the thing of quality is. Admittedly, if this house had been the same size, but in one continuous length, it would have cost less to build. But



what you saved in cost you would have lost in attractiveness.

The L shaped and Y shaped layouts are both so attractive, it's a wonder more are not built. The work room on this one is of greenhouse construction; which by the way is becoming more and more popular now that we have overcome its former objections of being so doggone hot.

And speaking of work rooms, and layouts, and quality, reminds us that we go anywhere for business. Or to talk business. Which facts may hold a hint.

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# HORTICULTURE

Volume XXXIII MARCH 25, 1921 Number 6



W. H. Wyman, Prop.
1894-1921

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**NEPHROLEPIS elegantissima compacta.** 3½-inch pots, 50c each; large specimens, 8-inch, $2.00 each.

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**NEPHROLEPIS Dwarf Boston.** 6-inch pots, $1.00 each; 8-inch, $2.00 each.

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I can sell you bench-grown stock in the above-mentioned varieties at $5.00 less per 1000. Buy bench-grown stock and save on express charges.

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### SHIPPING BY TRUCK

The value of the motor truck for transporting florists' stock for fiarly long distances has just been demonstrated by Carl Grobba of Mimico, Ontario. Mr. Grobba loaded his five-ton motor van on March 3, (which is heated from the exhaust) with Easter lilies for the West Floral Co., London, Ont., and delivered them a distance of 140 miles in their original pots, without a single breakage.

Despite bad roads, owing to the open winter, the construction of new highway, and a stormy day, the distance was covered in ten hours. E. B. Hamilton, manager of the West Floral Co., is quite proud of his firm being the first in Canada to receive such a delivery in mid-winter.

### NURSERY CHANGES IN THE SOUTH

Sigmund Tarnok has severed his connection with the firm of Tarnok & Co., Augusta, Ga., and in future the business will be conducted under the name of the Fruit and Nurseries, successors to the P. J. Berckmans Co., Inc., Augusta, Ga., J. G. Bailie, president. This firm has retained the services of the most experienced superintendent, and foremen and propagators of the P. J. Berckmans Co. They will specialize in ornamentals and have now a large stock in nursery and propagating houses. In addition to the nursery business, they will carry on a thoroughly up-to-date landscape department.

### CONFERENCE OF GARDENERS

On Friday afternoon, April 8, there will be a conference of gardeners under the auspices of the New England Branch of the Gardeners' Association, at Horticultural Hall, Boston. As this will be one of the dates of the great rose show in Boston, the attendance should be large. The directors and trustees will have an executive meeting on the same day.

### THE MARKET

The Easter market is proving highly satisfactory. Stock is being cleaned up almost as soon as it comes in. Prices are about the same as last year, although possibly a little stiffer on the whole. Easter lilies are bringing 25c. Calla lilies are 3 to 4 dollars a dozen. Carnations are cleaning up easily at 10c and are in good quantity. Jonquils are 6c, marguerites are 2½c and some good snapdragons are in at $3.00. There is a good trade in potted plants and on the whole everybody is well satisfied.


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Extra fine strain
EXHIBITION size
German "LUBECK" Pips
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GLADIOLUS, CANNAS, CALADIUMS, TUBEROSES, GLOXINIAS, BEGONIAS and all Spring Bulbs

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# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

**Vol. XXXIII** **MARCH 25, 1921** **No. 6**

## THE TALK OF THE TRADE

I have had plenty of time since coming back from the New York Show to think over some of the things that made an impression, and I suppose I am no different from anyone else when I continue to have in my mind the gardens as the most important point of the show. The F. R. Pierson garden and the John Scheepers, Inc., garden were wonders, and I find myself unconsciously mentioning the Pierson garden first. With all due respect to the judges, I can't possibly put this garden anywhere else excepting first in my mind at all times. It is a fact, however, that I am not able to dissect it and take all the points coming into a decision of this kind. So whatever I say is only from my own personal opinions, and not as an expert. It was beautiful. So was the Scheepers garden. If I could have looked at either one alone, I would have been satisfied.

The color effect, harmony and blending in the Scheepers garden was everything that could be asked for, but it must be a mighty hard bit of work to decide between two such gardens. They were entirely different. The Scheepers garden was distinctly bulbs, while the Pierson garden was an all year bit of work. It was a great bit of pleasure for the public to study the Pierson exhibit, with its gently sloping lawn, beautiful shrubbery effects, rock garden so well placed, sunken rose garden just where it should be and well done, a shrubbery group hiding the garage, and the brook trickling down under the rustic bridge to the water pool. I haven't seen anything that gave me more pleasure at any show in the past, and I know of a lot of commercial florists who spent much time looking over both of these gardens.

The next point that stands out very strongly in my mind was the display of cut roses. Not many years back I don't believe that any of those rose growers would have thought it possible to stage such stock as was shown in New York at this show. Take, for instance, the Premier in One Hundred Class, as shown by Joseph H. Hill Co., and Florex Gardens, the Columbia by Florex Gardens and Duckham & Pierson Co., and those wonderful Hadleys by Duckham & Pierson and Joseph H. Heacock. I doubt if they have ever been done better or within quite a number of points as good.

It wouldn't be fair, either, to leave out Mme. Butterfly, which was done well, and a vase of 100 Dunlop by Joseph Heacock Co. I am not at all surprised that this firm thinks well of Dunlop. It certainly was close competition in the cut rose classes, and it seemed to me that a third prize was practically as good as a first, at least there was no apparent difference except what one would arrive at if scoring them by points.

It was very interesting to me to notice how Hadley stood up during the show. The more double varieties, such as Dunlop, Premier and Columbia, showed not one bit better in the way of keeping qualities than Hadley. This variety held its color with plenty of life and opened up with fine finish. Too bad it hasn't a more agreeable disposition as a grower.

Possibly I didn't pay the amount of attention I should have to the pot roses, but I do know that one variety stands out very clearly. It's a fine rose and all of the commercial men seem to feel the same way about it. It is Paul's Scarlet Climber. Bobbink & Atkins had a nice lot of them. The flowers are large, practically as large



Robert Pyle, President of the American Rose Society

as the ordinary lot of forcing cut roses, open up with a nice finish, and have a color that is very rich, dark, even, and with a lot of life and no blue or flat shades showing.

W. Atlee Burpee had a very fine display of cut sweet peas. Right in the center of the group was one that I mentioned last year, which showed up just the same this year, to my mind the best of the whole lot. It is Mrs. Kerr, orange salmon color,—that is my own way of describing it for color, but the nearest I can come to it. It is lively, heavily flowered, of fine size and form, and good stem. There were a lot of others very good, but outside of Mrs. Kerr there was only one that made a particular impression upon me, and that was Early Aurora. I think the best way I can describe that is to say that it had a splashed effect similar to the old carnation Prosperity, bright pink penciling over a background of light pink, shading almost to white. I don't remember the names now, but there were several very good lavender and blue sorts which were not of the better known ones.

The Julius Roehrs garden was a point of interest every minute of the show. The public seemed to take great delight in taking a walk through "The Idle Hour." There was a general lot of evergreens, flowering shrubs, and small flowering plants, that gave much delight to the amateurs.

In the carnation classes there was the usual high class lot of stock shown, with a good representation from the Boston growers. The Springfield Floral Co. did mighty well. They were heavy winners, I believe, getting an award in every class they entered. It was very noticeable, however, that cut carnations did not keep as they should. Possibly this might have been due to some local condition in the hall, but they did not stand up as we have a right to expect from carnations.

Primulas, both malacoides and obconica, were fine, and there was a fine lot of azalea. I am sure many a store man looked with longing eyes on these fine plants of azaleas, so well colored, just as good as in the olden days when we could get them from Belgium each year and finish them as they should be.

From all I understand, the attendance of the show was ahead of any previous year, and while it is a fact that the expense this year had been greatly increased on account of a much larger amount being devoted to publicity, as well as the doubling of some awards, such as for the gardens, for instance, there is no doubt that the show has been financially a huge success. Every day between the hours of 1 and 5 there was such a crowd that it was difficult to get around, and we in the trade were content to give up inspecting the show, as it wasn't possible to do it with comfort until the crowd thinned out.

---

I wish it were possible to engrave on the minds of every person who is shipping rooted cuttings of any plant, no matter what it is, the danger of packing such stock with too much moisture. Time after time from the beginning of the season until it ends I run into cases where growers have bought stock and received it in damaged condition, for no other reason in the world except that the cuttings were packed too wet. It doesn't make any difference whether it is carnations or coleus or petunias, or what it may be, and the peculiar part is that when a grower gets an order for shipment from some distance he immediately seems to think he must pack the cuttings with more moisture. The moss is not squeezed out dry, and the positive result is that that stock is damaged in transit.

Cuttings don't need anything more than a little moss that has been squeezed out just as dry as it is possible, and plenty of paper around them, and beyond that, this paper should not go up to the top of the cuttings. All that is necessary and all that is safe is to wrap the paper around the roots, protecting them from being broken off, and if the tops are left open they are much better off.

Paste this little point in your hat and keep it there. If you think the cuttings can be delivered immediately, be careless about moisture, but if you think that they may be on the road several days or a week, the less moisture you use the better. Don't forget that carnation cuttings shipped to England can only be shipped with safety by being packed with no moisture at all. And I mean that just as strong as I say it. Unrooted cuttings, for instance, are taken from the plants, never immersed in water or sprinkled, not wrapped in newspaper, but wrapped in wax paper, and sent to England in that condition, arriving there safely and practically always giving good results when they are put in the sand to be rooted.

---

It is evident that there is going to be a big round-up of rosarians in Boston for the show at Horticultural Hall, April 6-10. Pres. Robert Pyle, of the American Rose Society, will be on hand, of course, and if the show proves to be as big a success as is anticipated will receive many congratulations. Mr. Pyle has worked hard for the interests of the society. Charles Totty, J. Horace McFarland, Wallace Pierson, F. R. Pierson, and Dr. Van Fleet are among the other rose enthusiasts who probably will be on hand.

---

Nurserymen will be interested to learn that the Bay State Nurseries, in North Abington, Mass., are planning to raise ornamental seedlings for the trade on quite a large scale. Mr. Wyman, the proprietor, states that a farm in Hanover, a nearby town, has been purchased for this purpose, and that about five acres will be given over to the enterprise at the beginning, with an experienced man in charge. It is interesting to find that some of the nurserymen in New England are willing to take a chance on the continuance of the Federal Horticultural Board's embargo on foreign plants to launch a venture of this kind.

Mr. Wyman's establishment is one of the most complete nurseries in the east, at least among those devoted to ornamentals, and has been built up largely through his personal efforts and along rather unusual lines. I had the pleasure a few days ago of going through his storage house, which expresses about the last word in that direction. This building is 150 feet long, and built with very thick walls having three dead air spaces. In the first place it was constructed with a flat roof, but this roof absorbed too many of the sun's rays, and accordingly a double pitch roof has been built over it, with the result that the immense storage room remains remarkably cool until summer is well advanced.

When I passed through the house it contained a large stock of roses in bins, and it seemed to me that they were among the best plants I have ever seen offered. I was interested, too, to note that they included many of the newer varieties, among them Columbia and Los Angeles.

---

Prof. J. G. Jack, of the Arnold Arboretum, recently lectured at Toronto, Ont.

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| 24x8x5 | 5.80 | 7.70 |
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| 12-in. frame | 20.00 |
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Carnations $2.50 per 100
Pink, White, Golden Gate

WAX FLOWERS

ROSES, Pink, White, Yellow, Golden Gate. Medium size, $2.50 per 100; large size, $3.00 per 100.

SPRAYS. Made of Roses, Carnations, Sweet Peas, Calla and Easter Lilies of assorted colors. $12.00, $15.00, $18.00, $24.00 per doz.

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| 20x24 | 5.50 | 50.00 |
| 24x28 | 6.50 | 60.00 |
| 28x32 | 7.50 | 70.00 |
| 32x36 | 8.50 | 80.00 |
| 36x40 | 9.50 | 90.00 |
| 40x44 | 12.00 | 111.00 |

BRONZE and GREEN GALAX, $2.00 per 1000.

SPHAGNUM MOSS
$3.00 per bale

EASTER LILIES
$5.00 per 100

CHRYSANTHEMUMS and DAHLIAS
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### BOSTON'S ROSE SHOW

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Everything points to a big exhibit at Horticultural Hall, Boston, from the 6th to the 10th of April, when the National Rose Show will be held there. Many large entries have already been made, and the American Rose Society is working in close co-operation with the Massachusetts Horticultural Society to make the event a big success. There will be lectures every day. The program is not quite complete, but J. Horace McFarland is to speak on "The Roses of America" on Thursday; Charles H. Totty, on "Roses" on Friday, and W. N. Craig, on "The Culture of the Rose in New England" on Saturday. The Hall will be lavishly decorated and a big attendance is looked for.

### NEWS NOTES

The next meeting of the Gardeners' and Florists' Club, Boston, will be held April 20 instead of on the 19th, the regular meeting night, the 19th of April, being a holiday. The speaker of the evening will be Mr. B. F. Letson, of Carbone's, who will talk on "Flower Arrangement" a subject to which he has given much attention, and about which he has frequently lectured.

The many friends of W. N. Craig, Secretary of the Boston Gardeners' and Florists' Club, will be glad to learn that he has largely recovered his health.


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| 10,000 Seeds | 36.00 |
| 25,000 Seeds | 85.00 |

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| 1,000 Seeds | $1.50 |
| 5,000 Seeds | 6.75 |
| 10,000 Seeds | 12.50 |
| 25,000 Seeds | 28.75 |

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| Lavender | $0.40 | $2.25 |
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| White | $0.40 | $2.00 |
| Shell Pink | .40 | 2.00 |
| Rose Pink | .40 | 2.00 |
| Purple | .40 | 2.00 |
| Lavender | .40 | 2.00 |
| Mixed | .30 | 1.50 |

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| White | $0.30 | $1.50 |
| Shell Pink | .30 | 1.50 |
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| Purple | .30 | 1.50 |
| Crimson | .30 | 1.50 |
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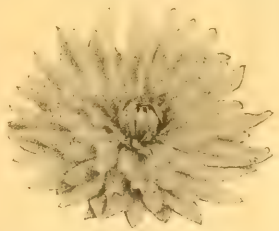
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| Blue | $0.30 | $1.75 |
| Crimson | .30 | 1.75 |
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| White | .30 | 1.75 |
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**MADONNA** (Peony-flowered) A very beautiful white, very slightly tinted a delicate lavender-pink. The slight touch of color adds to its beauty. Strong divisions $2.00 per doz., $15.00 per 100.

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**LATONA** (Peony-Decorative) An unusual blending of buff and yellow shades giving the popular Autumn tint. Petals are long and flower is nearly full to the center. Divisions $5.00 per doz., $35.00 per 100.

**MRS. WARNAAR.** (Hybrid Cactus) Creamy white, overlaid and blending to delicate pink. Stems are long and stiff. A very large, free-flowering variety. $5.00 per doz., $40.00 per 100.

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## STUDENTS AND JOBS

### Prof. White Claims College Boys are Not Looking for Soft Snaps

March 16, 1921.

Editor Horticulture:—

I have read the statement, credited to Mr. John Farquhar, in your edition of March 10 to the effect that the graduates of Agriculture Colleges are inclined to look for jobs that require no manual labor. In my twenty-five years of association with students I have not found this to be true. I have known of but few graduates in floriculture, at least, who were looking for "soft spots." If Mr. Farquhar can name ten definite cases of which he knows, I can name twenty-five where the young men have gone out to the hardest kind of manual labor and have made good.

I wish also Mr. Farquhar would tell us the name of the Agriculture College President who "told his students that when they had finished his course they would not need again to soil their hands." If a man of that type heads an Agricultural College, that institution ought to be boycotted.

We try to teach our students the dignity of labor but we do not teach them that dignity forbids soiling their hands, if we did we would not give them practical work applying top dressing fresh from the cow stables to the rose beds with their hands, and so far as I have been able to learn there is no better way, still I have never had a student rebel or even grumble. This, however, is not the ordinary type of instruction we give our students for we endeavor to train them along more scientific lines; nevertheless, we try to keep their "feet on the earth" and train their hands to do manual labor provided they have never been trained before coming to college.

Our farm practice requirements are that when a student goes out for practical training to a greenhouse establishment the owner shall report to the head of the Department regarding the quality of his work. I have had no adverse reports regarding students, who were really interested in their work. As in every other occupation we occasionally get slackers; men who want to bluff their way through college as they plan to do through life, but these are not the majority. Probably these exceptions are the men Mr. Farquhar has been unfortunate enough to meet.

I agree with Mr. Farquhar in his statement that "there are no educational institutions in America where

# Four Great American Hybrid-Tea Bedding Roses

**ALL ARE OFFERED IN STRONG TWO-YEAR-OLD PLANTS.**

### Mrs. S. K. Rindge

(Howard & Smith, 1920).

This is, undoubtedly, the finest yellow Rose we have. While it in some stages of development, as well as in growth, resembles Golden Emblem, it is a stronger grower, and its rich chrome-yellow flowers as they mature, become suffused with salmon-pink.

Strong two-year-old California-grown plants, $1.50 each.

### Miss Lolita Armour

(Howard & Smith, 1920).

The unique coloring of this novelty is a combination of colors difficult to describe, and it is absolutely distinct from all other varieties. The flowers are of large size, full double, with petals of great substance. As the flowers expand they develop to a deep, coral-red with a golden, coppery-red suffusion. The base of the petals is of a rich golden-yellow with coppery-red sheen; delightfully fragrant. The plant is a strong, vigorous grower and very free-flowering. A Rose for which we predict great popularity.

Strong, two-year-old, California-grown plants, $1.50 each.

### Rose Marie

(Dorner, 1918).

A most pleasing shade of clear rose-pink, with ideal long shapely buds which open to very large flowers of good form. The plant is a strong, vigorous, healthy grower, and remarkably prolific. We consider it the best bedding Rose of its color yet introduced. $1.50 each.

### William F. Dreer

(Howard & Smith, 1920).

A beautiful Rose of the same parentage as Los Angeles and which, for delicacy of coloring, is incomparable with any other variety, it reminding one of the delicate tints of some varieties of water lilies. The flowers, which are similar in shape to Los Angeles, and like that variety, beautiful in all stages of development, are at their best in the half-expanded flower. These, in expanding, are of a delicate silvery-shell-pink. The base of the petals are of a rich golden-yellow which, at certain stages of development, gives a golden suffusion to the entire flower, this golden suffusion being particularly brilliant early and late in the season.

Strong, two-year-old, California-grown plants, $1.50 each.



NEW AMERICAN HYBRID-TEA ROSE WILLIAM F. DREER

### Gorgeous New Climbing Rose, Paul's Scarlet Climber

This is without question the most important addition to our list of Climbing Roses in many years; no other Rose in any class can compare with it for brilliancy of color, which is a vivid scarlet that is maintained without burning or bleaching until the petals fall. The flowers are of medium size, semi-double, very freely produced in clusters of from three to six flowers each on much branched canes, the plants being literally covered with flowers from top to bottom. It is of strong climbing habit and perfectly hardy. This Rose has been most highly commended by the English horticultural press. It was awarded a Gold Medal by the National Rose Society and an Award of Merit by the Royal Horticultural Society of England, and was also awarded during the summer of 1918 the much-coveted Gold Medal at the Bagatelle Gardens, Paris. Strong two-year-old plants, $1.50 each.

## HENRY A. DREER, 714-16 Chestnut St., Philadelphia, Pa.

**The above prices are intended for the trade only.**


finished men can be turned out." I know of none in the world. If the men were "finished" their life work would be of little value to them. Most of us learn something from our daily experiences. However, my limited opportunity for study of the methods practiced in foreign schools of horticulture has led me to believe that American methods of horticultural training are far better for present day American conditions than are the European methods.

Yours truly,

E. A. WHITE.

Head of the Department of Floriculture, New York State College of Agriculture.

## CHANGES AMONG THE GARDENERS

W. D. Robertson, who recently resigned his position as superintendent of Chieftains, Port Chester, N. Y., accepted a similar position on the estate of E. E. Smathers, Purchase, N. Y., succeeding Joseph Holmes.

Arthur Potter for a number of years foreman at Hammersmith Farm, the estate of Mrs. H. D. Auchincloss, Newport, R. I., has succeeded John Mahan, superintendent, who has resigned.

Clunas, until recently foreman on the Arthur Curtis James estate, Newport, R. I., is now in charge of the estate of Mrs. Wm. Grosvenor, Newport, R. I.

John Mair, who resigned his position as gardener to Mrs. A. K. Luke, Irvington, N. Y., has accepted the position of gardener on the estate of Mrs. George A. Joslyn, Omaha, Nebraska.


### Miller's Line of Dirt Pots and Bands

**Miller Lock-Process Dirt Pots**

| Sizes | 500 | 1000 | 3000 | 5000 |
|---|---|---|---|---|
| 2x2x2 | $1.25 | $2.00 | $5.00 | $8.00 |
| 2½x2½x2 | 1.50 | 2.25 | 6.00 | 9.00 |
| 3x3x3 | 2.00 | 3.50 | 9.00 | 14.00 |
| 4x4x3½ | 3.00 | 4.50 | 12.00 | 20.00 |

**Note:** Square pots give your plants 50% more root room than the round ones.

Prices quoted are for cash, F.O.B. Philadelphia.

**MODERN MFG. CO.**

P. O. BOX 2854

543 N. Lawrence St. Philadelphia, Pa.



Judge Marean
Less than ½ Natural Size


# *Eclipsed!*

THOUGH awarded Gold Medals wherever exhibited (in non-competitive way) Marean Dahlias do not need this visible sign of man's recognition of merit. Supreme creations of a sublime flower, they will be a monument to a man's love for the Dahlia, when scores of now popular standards will be but a memory.

Marean Dahlias are sold by the House of Scheepers exclusively at prices that reflect the efforts it took to create them. A beautifully printed book, showing some of the flowers in natural colors and size, is available for true Dahlia hobbyists desiring the best regardless of cost.

May we hope to count you among those who, this coming year, will share the delights of exclusive Dahlia connoisseurs everywhere?

***John Scheepers, Inc.***

***522 Fifth Avenue*** ***New York City***


## CHICAGO FLORISTS' CLUB

At the last meeting of the Chicago Florist Club the following applications were presented for consideration:—Frank M. Suttle, 225 N. Michigan avenue; Edward L. Martin, 174 N. Wabash avenue; Alec F. Gardiner, 11361 Michigan avenue; John H. Paddon, 318 Center street; W. J. Sharpe, 904 N. LaSalle street, Seedsman with W. W. Barnard; Oscar Anderson, Morgan Park, Ill.

It was decided to have Ladies' Night at the next meeting, April 7th. This matter was placed in the hands of T. E. Waters, Chairman of the Good of the Club Committee.

Mr. James Morton pointed out the fact that one of the Eastern trade papers had been boasting about Boston being the home of many presidents of horticultural organizations. During his discourse Mr. Morton pointed out that we had one gentleman here in Chicago who is president of three organizations, and we have another gentleman who is president of two horticultural organizations. We have many S. A. F. ex-presidents, and it is almost impossible to go through the market on any occasion without running across numerous horticultural dignitaries.

Mr. F. Lautenschlager called attention to the Pageant of Progress which will be held in Chicago July 30th-August 14th. Mr. Hilmer Swenson and others also spoke upon this matter. President Kohout appointed the following committee to represent the Chicago Florist Club on this occasion: Mr. J. E. Pollworth, Mr. Hilmer Swenson, Mr. F. Lautenschlager, Mr. A. A. Setterberg.

F. LAUTENSCHLAGER, Secretary.

## HARTFORD GETTING READY

The Hartford (Conn.) Florists' Club has engaged Foot Guard Hall for the national convention of Carnation Growers here early in January. Hartford was decided upon for this convention through the influence of A. N. Pierson of Cromwell, who won so many prizes at the show in New York. About 600 delegates from the United States and Canada will attend, and there will be a floral display that will excel anything ever seen in this state. This is the first time that the growers selected a city in this state for their annual gathering.—Hartford Courant.

## A Smile or Two

A florist in search of a job found his way to the city and was fortunate in hiring a horse and buggy to drive around. Suddenly the horse stopped and absolutely refused to budge.

After exhausting his vocabulary, the florist scratched his head in despair, and at that moment a small boy chanced to pass by.

"What's up, mister?" he inquired.

The man confessed he could not make the horse move. The youngster said never a word, but solemnly first raised one hoof and looked at it, then the next, and the next, but when he came to the fourth the horse refused to permit that one to be lifted. After a great struggle, in which the driver assisted the boy, the horse's hoof was lifted, and there on the street beneath lay a quarter.

---

"My wife is talking about raising some 'Jack' roses."

"That so?"

"Yes; she asked me last night if I couldn't get her a few jackpots to put 'em in."

---

"What are all these withered blossoms?"

"Evidence in the case, Your Honor."

"Huh?"

"He wrote no letters during the courtship. Merely said it with flowers."—Louisville Courier Journal.

### SWEET PEAS AND MENDELISM

Flower growers and especially breeders and hybridizers are giving much attention just now to the laws and principles of Mendelism. In fact, no breeder can afford to neglect to familiarize himself with the results of Mendel's experiments, and sweet pea growers are interested to note that his first experiments seem to have been made with one form of peas, because as that plant depends upon self-fertilization, he was able to cross the varieties without fear of the results being affected by the interference of insects, the wind or other agencies.

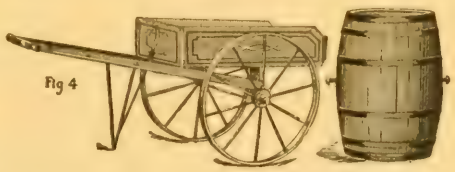
The pea has diverged under cultivation into a large number of well-marked varieties—tall and dwarf, white-flowered and colored, green-seeded and yellow, smooth-seeded and wrinkled. Let tall peas and short peas be crossed with one another. The result of such a cross is that all their descendants in the first generation will be tall. It is therefore assumed that in this particular hybrid tallness is what is called the "dominant" quality, and shortness the "recessive."

But the results in the second generation betray the change effected in the germ-cells by the original cross. One-quarter is short and one-quarter tall, and the descendants of these two classes retain, unless they are again hybridized, the qualities of tallness and shortness respectively forever. The other half of the second generation will be tall—another proof that in this particular combination tallness is the "dominant" quality—but they will not produce more than a certain definite proportion of tall descendants. Mendel experimented with other pairs of contrasted characters and found that in every instance they followed the same scheme of inheritance. Thus, colored flowers were "dominant" to white, in the ripe seed yellow was "dominant" to green, and round shape was "dominant" to wrinkled, and so on.

Having determined a general scheme of inheritance, which experiment showed to hold good for each of the seven pairs of alternate characters with which he worked, Mendel set himself to providing a theoretical interpretation of this scheme, which, as he clearly realized, must be in the terms of germ cells.

One of the foremost exponents of the law of Mendelism is Prof. R. C. Punnett, and his work, entitled "Mendelism" (Macmillans), is authoritative. In this he has a good deal to tell us about the interaction of certain factors, which explains, for instance, how certain strains of white sweet peas will, when crossed together, produce only red-flowered progeny.

In 1906 Prof. W. R. Bateson and Prof. Punnett made the discovery of the linkage of factors. They found that when a sweet pea with factors for purple flowers and long pollen grains was crossed to a pea with factors for red flowers and round pollen grains, the two factors that came from the same parent tended to be inherited together. This was a very important discovery in more ways than one. It led on to the idea that the factors lie in definite order in the nuclear bodies called chromosomes, and its extension has shed some light on various puzzling facts. Since the elucidation of the nature of color in the sweet pea, phenomena of a similar kind has been witnessed in other plants, notably in stocks, snapdragons and orchids, as well as in poultry and animals.



Fig 4

GRIFFITH & TURNER CO.,

Water Trucks, 2 inch tire .....$4.00
Barrels, extra ... 6.50
Box Beds, extra.. 5.25
Leaf Racks for water truck ...10.00
Wheelbarrow Leaf Racks ..... 7.00

Our 1921 Catalog of Farm, Garden, Poultry, Dairy Supplies and SEEDS. Free.

205 N. Baltimore Street
Baltimore, Md.

# Special Offer of Nursery Stock

Prices F. O. B. Boston. Packing at cost. Subject to being unsold on receipt of order.

| | | | |
|---|---|---|---|
| 750 | Amorpha canescens. 3-4 feet. | 2250 | Forsythia viridissima. 2-3 feet. |
| 750 | Amorpha fruticosa. 2-3 feet. | 300 | Lonicera Morrowii. 2-3 feet. |
| 700 | Aralia pentaphylla. 2½-3 feet. | 1200 | Lonicera Morrowii. 3-4 feet. |
| 250 | Cercidiphyllum japonicum. 4-5 ft. | 1000 | Lonicera Ruprechta. 2-2½ feet. |
| 1000 | Cornus alba. 3-4 feet. | 1500 | Philadelphus coronarius. 3-3½ ft. |
| 1000 | Cornus sibirica. 3-4 feet. | 250 | Philadelphus Falconeri. 3½-4 ft. |
| 700 | Cornus stolonifera. 3-4 feet. | 200 | Philadelphus Boule d'Argent. 2-2½ feet. |
| 200 | Cornus stolonifera aurea. 1½-2 ft. | 400 | Philadelphus erectus. 3-3½ ft. |
| 2500 | Deutzia crenata fl. pl. Pride of Rochester. 2½-3 feet. | 150 | Philadelphus Magdalene. 3½-4 ft. |
| 2000 | Deutzia crenata rosea. 2½-3 ft. | 1000 | Pyrus arbutifolia. (Aronia.) 3-4 feet. |
| 250 | Euonymus europaeus. 2½-3 ft. | 700 | Sorbaria glabrata. 2½-3 feet. |
| 1000 | Forsythia Fortunei. 3-3½ feet. | 1000 | Spiraea callosa. 2½-3 feet. |
| 1600 | Forsythia intermedia. 3½-4 ft. | 100 | Spiraea Douglasii. 2-3 feet. |
| 700 | Forsythia intermedia aurea. 3½-4 feet. | 1000 | Spiraea opulifolia. 3-4 feet. |
| | | 150 | Spiraea opulifolia aurea. 3-4 ft. |

We also have Azaleas and Kalmias to offer. If interested, state your requirements.

COCOANUT FIBRE. Wholesale and Retail Prices on application.

## R. & J. Farquhar Company

6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I learn from Mr. Harlan P. Kelsey, of Salem, Mass., Secretary of the American Joint Committee on Horticultural Nomenclature, that it has nearly completed the herculean task assigned to it. It has been a tremendous undertaking, much bigger, in fact, than will be realized by those who profit by it. In a way it will doubtless prove more or less of a thankless task, too, because there will be a disposition to criticise and find fault. Nevertheless, the whole horticultural world will owe a debt of gratitude to the men who have labored so hard to bring about a greater uniformity in the use of plant names.

The committee has had the co-operation of practically every horticultural society of national scope.

If all the publications, including the many catalogues and bulletins issued by nurserymen and seedsmen, follow the rules laid down by the committee, it will greatly simplify the labors of the horticultural writers, and no doubt rejoice the hearts of the proof readers everywhere.

One of the most important rulings is to the effect that no capitals are to be used for specific names, regardless of their derivation, even if they are given in some person's honor. Thus Malus sargenti will be spelled with a small s, just as will Berberis thunbergi. At the same time a list of Horticultural variety names will be given under the different headings, so that in the list of Syringas, for example, there will appear the Marie Legraye lilac, the Ludwig Spath, etc. The distinction will be clear enough for everybody to understand.

The number of hyphenated words has been greatly reduced, nearly all names that have been used with a hyphen between them now being considered as one word. It has been made a uniform ruling that all latinized words, both specific and varietal, shall be spelled with a single i, thus Veronica wilsoni instead of V. Wilsonii.

No doubt these changes will mean a lot of work for the catalogue makers, but if they adopt them generally the catalogues will have a much more uniform appearance, and will be more acceptable to the layman.

In the names of peonies, irises, gladioli and the like where many duplicates are known to exist and where there are old varieties which ought to be discarded, the decisions of the societies representing these flowers have been followed, but the committee has insisted that there shall be no two plants of any one species bearing the same name. It has been left to the society to decide which of the two peonies of, we will say, John Smith, is to be accepted, and which is to be rejected, but only one will be allowed in the printed list.

Altogether the results of this work are bound to be of tremendous value, and it is to be hoped that there will be a general and immediate effort on the part of everyone dealing



Avenue of Magnolias at Rochester, N. Y.

**WE NEED ALL OUR LAND FOR IRIS AND PEONIES**

Who will help us clear it by using some of the following-named stock? All good stock but we need the room.

350 Norway Spruce, 2-10 ft.
20 Koster's Blue Spruce, 5-9 ft.
9 Concolor Spruce, 4-6 ft.
12 Cut Leaf Weeping Birch, 16-18 ft.
5 Purple Beech, 10-12 ft.
100 Purple Wistaria
75 White Wistaria
80 Excelsa Climbing Roses xxx
20 Silver Moon C. Roses xxx
10 Yellow Rambler Roses

Symphoricarpus vulgaris and racemosus, Deutzia Pride of Rochester, Hydrangea arborescens and many others.

6000 Berberi thunbergii, 1-yr. seedlings to strong, husky plants 3 ft. and over.

Come and give the above "the once over." It will bear inspection.

**GEO. N. SMITH**
WELLESLEY NURSERIES
Wellesley Hills, 82, Mass.

with horticultural names to conform to the committee's rulings.

The Department of Floriculture at the New York State College of Agriculture has been strengthened in a marked degree by the appointment of A. H. Nehrling as Assistant Professor of Floriculture.



**Prof. A. H. Nehrling**

For the past five years Professor Nehrling has successfully conducted commercial greenhouses and a retail store at Crawfordsville, Indiana. When he bought the business it was considerably run down and during his management he has not only considerably more than doubled the business but has made many permanent improvements in the equipment. This practical experience in growing and retailing with Professor Nehrling's previous training and experience has fitted him splendidly for teaching floricultural subjects.

Some time ago I had occasion to ask Mr. B. Hammond Tracy, the well known gladiolus grower of Massachusetts, in regard to the propagation of gladioli by the cutting of the bulbs, and found that he didn't approve of the plan. "I have tried it myself several times," said Mr. Tracy, "and find that no gain whatever was made. Cutting the bulbs will not make additional eyes, and every eye should produce a bulb. If the bulbs are planted without cutting you get the production of bulbs in a clustered form. Although in ordinary culture they may be as large, but they will give as good if not better results. No gain is made in bulblets as the bulb with several eyes is past the age of bulblet production."

A rather inexcusable mistake was made in a recent issue in the editorial on Peony Discards, when Mr. Wister was quoted as having a list of peonies which should be done away with. Of course Mr. Wister is not, as was intimated, president of the Peony Society. Honors in plenty have come his way, but this is not one of them, and the suggestion as to discards was made by another gentleman.

## SEEDS OF THE BIG TREES

The longevity of life of various seeds is an interesting study. We hear of seeds germinating which have been found with the old Egyptian mummies. Other seeds fail to come up if kept much shorter periods.

In 1881 some cones of the Sequoi Gigantea, or Big Trees of California, were brought home from the Mariposa Grove and laid away in a bureau drawer for twenty years. They were then planted and now a tree from ten to twelve feet tall has grown from one of them, reaching to the top of the greenhouse in which it is kept through the winters. It bears tiny cones but none of the seeds from them have germinated.

The speed with which some seeds germinate is astonishing. One Tuesday, several years ago, some hollyhock seeds were planted. The following Sunday they had pricked up through the ground.

Lately we have received fifty packages of seeds from Labrador, varieties unknown. They were collected through this last year. We are interested to learn what success we shall have with them. Our seeds of annual flowers from South Africa did well.

M. R. CASE.

Hillcrest Gardens, Weston, Mass.

**French Hydrangeas**

(Rooted Cuttings)

The best new French Hybrids for the Florist trade
(Pinks and Blues)

$4.00 per 100; $30.00 per 1000. Ready for delivery in April. Book your order now as supply is limited.

ENGLISH IVY

The English Ivy has always been popular, and though overshadowed at times by new things, it always comes back. It is enjoying a revival and you will do well to have a good stock of it. We have a fine lot to offer. Ready now.

| | per 100 | per 1000 |
|---|---|---|
| Rooted Cuttings .... | $ 2.50 | $20.00 |
| 2 inch ..... | 4.00 | 35.00 |
| 2½ inch ..... | 7.00 | 60.00 |
| 4 inch, extra heavy | 22.50 | |

**C. U. LIGGIT**
Wholesale Plantsman
Bulletin Bldg. PHILADELPHIA

**Lily Bulbs**

NEW CROP—WRITE FOR PRICES

GIGANTEUM from Chicago, Denver, Toronto and New York. HARDY VARIETIES and FORMOSUM from New York.

**FOR IMMEDIATE SHIPMENT**

T. R. BEGONIA BULBS, BAMBOO STAKES green and natural. RAFFIA natural and colored. VALLEY PIPS Dutch and German Type. Rosa Multiflora JAPONICA Seeds and Stocks.

**FOR FALL SHIPMENT, 1921**

FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, MANETTI STOCKS, PALM SEEDS.

Write for prices, stating your requirements.

**McHutchison & Co.** 95 Chambers St. NEW YORK

**HAIL STORMS**

In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection.
Address

**JOHN G. ESLER, Sec.**
**Saddle River, New Jersey**

**SCHOOL OF HORTICULTURE FOR WOMEN, Inc.**
(18 miles from Philadelphia)
AMBLER, PA.

Twelve Weeks' Course in Floriculture, Vegetable Gardening, Fruit Growing, Poultry, Bees, Canning and Preserving, Farm Crops and Animals, beginning April 4th. Lectures and practical work. Circular on application.

ELIZABETH LEIGHTON LEE
Director
Catalogue



# THE FLOWERING CRABS (Maluses)

The Flowering Crabs have few rivals among the gorgeous spring-flowering trees and shrubs. At the Arnold Arboretum one of the important events of the year is the blooming of the Crabs, followed by the showy fruit.

Of easy culture, and planted singly or in masses give remarkable and quick results. While beautiful on the small lawn, Flowering Crabs are used to the greatest advantage on a large scale in woodland and other mass plantings, as are Dogwoods and Hawthorns. No group of plants have greater value than the Maluses for enlivening open forest parks and country roadside; they present striking effects when planted on parking strips of boulevards or wide city streets.

BOXFORD NURSERY, EAST BOXFORD, MASSACHUSETTS, offers eight of the finest varieties. Flowering Crabs are quite scarce and orders should be placed early.

Special Descriptive List and prices on request. Address

*HARLAN P. KELSEY, Owner, Hardy American Plants, Salem, Massachusetts*


# ADVERTISING AND SELLING

It has been of great interest to follow the advertising campaign of Mr. J. K. Alexander, of East Bridgewater, Mass., for I know of no grower in his particular line who has carried on an advertising campaign so systematically. It is Mr. Alexander's method to concentrate on one large city at a time, and to spend the greater part of his appropriation there, although this doesn't mean that no advertising is done in other cities. I am speaking now of newspaper advertising, quite apart from that which is done in the general magazines and in the trade press.

Mr. Alexander has very kindly given me some facts and figures regarding his campaign in Philadelphia, where he has tried out the leading papers and where he has taken a large amount of space.

"The Philadelphia Ledger pulled best last year," said Mr. Alexander, "so I am using 2,400 lines this year in that paper. The Inquirer, however, has given the best results in my newspaper advertising for five consecutive years, so I have a standing contract of a hundred lines throughout the spring season, which commences March 6. I am using smaller space in the North American and Record. Each of these advs. runs on Sundays in the special garden and farm department, and the editors are glad to have me contribute special articles which are used without charge. I also give them pictures made in my fields and individual dahlia specimens to use with any articles on dahlia growing which they may publish. All this, of course, is of material help to me. There is no better way of getting people interested than to have a special story with illustrations in all prominent garden issues. In some of the papers my big display advertisement is preceded by several small cards, which gives me special rates, and I also use the small advs. early in the season, to create a demand for my catalogue.

"I am running small trial orders this year in New York City, and Albany, as next year I plan to use my strong newspaper campaign in New York City.

"This with my national magazine advertising, and of course my horticultural advertising, makes a very good campaign. In each ad. I find it pays to use a collection that sells for even dollars, and the $1.00 collection of five different dahlias seems to appeal to most purchasers. Many will 'risk' a dollar that would not risk more.

"I find by using a cut of a dahlia in the ad, that the results are much better than where no cut is used. I use my trade mark portrait cut in all my ads. as a means of connecting up things, also my slogan 'The Dahlia King.' Many times I have letters come just addressed 'The Dahlia King,' East Bridgewater, while some say Bridgewater, and Bridgeport. The other day I had one addressed to The Dahlia King, somewhere in Massachusetts, and was sent from a small town in New Mexico. I was surprised that the Boston Post Office was able to supply the address, but presume it


## As Sure As You Are A Foot High

many items will be out of the market just when you want them. So why not get our Bulletin right now—a postal card with business address will bring it—and you must be interested in the following:

APPLES, a general list—good kinds too.
PEARS, big quantity Bartlett. Also other varieties, 3 yr. old. Fine for retail trade.
DWARF PEARS too, at right prices.
PEACHES, take no back seat in growing this item. Lots of Elberta, Carman and J. H. Hale.
ORNAMENTAL TREES, Norway, Silver and Ash Leaf Maples, from 6 ft. up to 15 ft. high.
EVERGREENS, about cleaned out, except Arbor Vitae—a good quantity from 12 in. up to 6 ft.
BERBERRY THUNBERGII, you know we are the largest growers in the world. 2-3 ft., 18/24 in. and 12/18 in. grades. Also Seedlings.
CHERRIES, not long on—mostly sour varieties.
CALIFORNIA PRIVET, some nurserymen say it is out of the market —come to us—can offer you 2-3 ft. 18/24 in. and 12/18 in. strong 2 yr. grade.
AMPELOPSIS VEITCHII, strong 2 yr. grade. Also Seedlings at very low prices.
FRENCH APPLE and ROSE STOCK, quoted here at Manchester. Most of them trimmed ready to plant.
ORNAMENTAL SHRUBS, you should see our list before you buy.
ROSES, Climbing and H. P., a long list of scarce kinds.

Please let us hear from you if you want SERVICE and GOOD STOCK this Spring. WE CAN SERVE YOU RIGHT.

**C. R. BURR & CO.**
**Manchester -- -- Connecticut**

was from my continuous advertising of The Dahlia King.

"Another slogan that gets across the great number of forms and varieties of Dahlias, I have just coined is 'A Hundred Forms, A Thousand Colors' used in connection with the ad. heading of 'The Modern Dahlia.' It also helps educate the public to see that the dahlia of today means some-



Mr. J. K. Alexander

thing beside the common old-fashioned double dahlias. Most all my advertising is of an educational nature, and my catalog is advertised you will see as 'full of Dahlia information' and telling the 'whole story' about Dahlias, Gladioli, etc.

"I also get across the fact that my catalog is abundantly illustrated and worth any garden lover's time, which seems to have value."

### GILIA CALIFORNICA

Among the beautiful wild flowers we have seen this spring is the exquisite Gilia Californica, or so-called prickly phlox on account of its thorny foliage and its blossoms resembling the phlox of our gardens. Its beauty is in its exquisite shades of pink and sometimes lavender, with a white tubular eye.

We saw it growing in masses in the wild pass of Las Casitas, above Santa Barbara, and among the picturesque yellow crags of the Santa Susana Pass.

In Las Casitas Pass we also saw the red blossoms of the fuchsia—flowering gooseberry dropping like bright jewels from its lustrous dark green foliage. While the flowering pink currant had assumed the exquisite blooms of our arbutus. Here also were the pretty baby-blue eyes of Nemophila insignia.

Driving on through the picturesque beauty of Boquet Canyon we came to young apple orchards not yet in blossom, and saw the almond, prune and apricots in bloom. These, with the fresh green leaves of the willows, announced that spring was here.

Beside the road an owl fluttered up, an eagle watched us from his pinnacle, we heard the songs of the meadow larks and a flock of wild geese flew by.

M. R. CASE.

Pasadena, March 6th, 1921.


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Finest picked forcing kinds, now in our store, fresh from our own farms. All the leading named sorts, also our renowned mixtures. **America, Francis King, Pendleton, Halley, Panama, Sunbeam** (earliest yellow), **Vaughan's XXX Florists', and "Standard" Mixtures.** Write for full list and prices.

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DUTCH BULBS FREESIAS
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166 Chamber of Commerce Bldg., Boston, Mass.

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FOR THE FLORIST

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**FOTTLER, FISKE, RAWSON CO.**
12 and 13 Faneuil Hall Square BOSTON, MASS.

# —HORTICULTURE—

Established by William J. Stewart in 1904

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EDWARD I. FARRINGTON, Editor



ADVERTISING RATES:

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---

**Say It With Flour**

It is evident that the slogan of the florists, "Say it with flowers," has become thoroughly fixed in the mind of the public. This fact is shown by the numerous ways in which it is being used by other organizations with slight changes. The most unique example is shown by the plan which the men in charge of the Chinese relief fund have adopted. In banks and stores everywhere they have put up large cards having slots for coins of various sizes up to a dollar. At the top of the card in large letters appear the words,

SAY IT WITH FLOUR.

The meaning is, of course, that by the contributions received it will be possible to supply flour, or, in other words, bread, for the starving millions of the East. The florists are not going to suffer any by this adaptation of their slogan. Indeed, it should prove of direct benefit for almost everybody will see the connection.

---

**Flower Shows**

New York's flower show was an unqualified success. Everybody admits that to be a fact. The rose show to be held in Boston promises to be equally successful, and if the plans for the great show in Cleveland next year materialize along the lines mapped out that show will be the greatest event of the kind ever held on this continent. American exhibitors and show managers have learned a lot in the past few years. Among other things they have taken a leaf from the experience book of their English cousins and learned how to do their judging quickly and systematically, so that the awards can be made early in the show. This is a long step forward. Also they have learned the value of backgrounds and accessories in the composition of a picture which shall make an immediate and powerful appeal to the eye of the visitor. Without question the shows of the present day are being put up in much better form than ever before.

---

**Crusoe and Advertising**

One of the most persistent advertisers in the history of success was Robinson Crusoe.

He knew what he wanted—a ship—and he put up an ad for one.

He hung a shirt on a pole at the top of his island; that, in the language of the sea, was plain to every seafaring man.

The circulation was small, there was no other medium, but Crusoe kept at it, despite the fact that he got no inquiries for a long time.

In the end he got what he wanted, was happy, and his name and fame have come down through the ages!

Suppose Robinson Crusoe had taken down his signal after a year and declared: "Advertising doesn't pay?" Where would he and his story be now?

Or suppose something had whispered in his ear: "No use, Robinson—these are pretty hard times. Nobody is buying or sailing any ships while money's so tight. Better cut out your advertising until times get good again?"

Adverise now and next month, and next year. Put up your signal and keep it there.

---

**An Early Spring**

This is one of the earliest seasons on record, at least in the blooming of shrubs. At the date this is being written the peach known as Prunus davidi is in full flower in the Arnold Arboretum. Cornus mas is a sheet of yellow, and the magnolias are showing color. Other plants are equally far advanced,—much too far advanced for safety, indeed, for if a hard frost comes no little damage will be done. Perhaps, though, this is going to prove an unusual season, without any more cold weather.

Reports from Washington show that the magnolias are in full bloom there, and if the weather man is considerate enough there will be a big show of these flowers all over the country. At a recent meeting in Boston Pres. Burrage, of the Horticultural Society, lamented the disappearance of Magnolia glauca from the North Shore, where it once grew in great abundance. It is surprising that nurserymen do not feature this magnolia to a greater extent, for it is one of the best that can be planted. Magnolias are very useful shrubs for garden purposes, and in some places for street planting. The avenue of Chinese magnolias in Rochester is famous the world over, and the display when the trees are in bloom is worth going far to see.

---

Keep your face toward the sunshine and the shadows will fall behind you.

---

Advertising supplies the combination to the safe containing the secrets to success.

# BURPEE'S DAHLIAS

## *Jean Kerr*

### *Burpee's Sensational Decorative Dahlia*

The most valuable of all white decorative dahlias. Let the weather be as it may, and no other dahlia blooming, JEAN KERR will be a mass of flowers. It is one of the first to flower and blooms continuously until killed by frost. In type it is a short-petaled decorative, and by some classed as a show or ball dahlia. It is an outstanding variety because it never fails to flower freely. The pure white blooms are carried gracefully on long and strong stems. The illustration, reproduced from a Fordhook photograph, shows the compact growth and free-flowering habit. JEAN KERR is a foremost variety for cut flowers and equally as important for garden use.

JEAN KERR was awarded a Certificate of Merit by the American Dahlia Society when first exhibited in September, 1916. After it was tested in the trial grounds of the American Dahlia Society it received a second Certificate of Merit on September 24, 1920.

**Strong roots, 75c each; 3 for $2.00; 12 for $7.00**

**W. Atlee Burpee Co.**
**Seed Growers Philadelphia**



A row of JEAN KERR in Burpee's Trial Ground on Fordhook Farms. First dahlia to bloom, flowering until killed by frost.


## REMARKABLE ROSE LIBRARY

### That of Thomas N. Cook one of the Largest in the Country

One of the finest collections of literature on roses in the United States is that owned by Thomas N. Cook of Watertown, Mass., a student of the history of rose cultivation. Mr. Cook is planning an interesting conference with professional and amateur rose growers from all parts of the country, during the show of the American Rose Society in Horticultural Hall on April 6-10.

Practically every publication on roses for more than a century and a quarter is to be found in Mr. Cook's library, and only the absence of one or two works by old Greek authorities prevents it from being complete.

Mr. Cook has had unusual facilities for securing books on roses, for early training in the paper business brought him in close touch with book collectors, and they soon learned that he was in the market for anything having to do with roses.

Not long ago he went over the library of the Department of Agriculture at Washington and, in comparing the list of works on roses prepared by Charles F. E. Gersdorff of the department, he found that he could duplicate every volume in the library, and owned many volumes which the Government has been unable to obtain.

In 1914 Mr. Cook purchased the rose library of Lord Carmichael of England, containing more than two score of very rare "Rosicania," and several volumes which were the only ones in existence. The Carmichael library included works in English, French, German, Italian, Spanish and Hungarian, the oldest book being dated 1797. In addition, there were all the books on roses published by English and French authorities for more than fifty years. Some of the Carmichael books contain traces of snuff which old collectors used to preserve the paper from decay, while many of them are elaborately bound in rose leather, richly tooled.

Some twenty years ago, Mr. Cook secured a copy of Die Rosen, a German work of Roessig, and soon found that there was only one other in the world. Another of his rare books is his "Roses" by Rig Danties, said to be one of the greatest authorities on roses, but whose remarkable work has also vanished with the exception of the copy in the Cook collection.

## NEWS NOTES

The Southern Pines Floral Co. is a new concern at Southern Pines, N. C. It is understood that new greenhouses will be built, one of them 150 x25 feet. The firm includes H. F. Kelley and H. C. Kenneiley, the latter having gone to North Carolina from Massachusetts six or seven years ago.

The Doswell Floral Co. has opened a landscape department in connection with its greenhouse and florist's shop at Fort Wayne, Ind.


LAWN GRASS SEED
FIELD SEEDS BIRD SEEDS
**J. Oliver Johnson**
1805-09 Milwaukee Ave.
CHICAGO, ILL.
W. A. KENDT, 60 W. 65th St., N. Y.

**Garden Seed**
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
**S. D. Woodruff & Sons**
82 Dey St., NEW YORK
and ORANGE, CONN.

# BREEDING CARNATIONS

By C. H. CONNORS
New Jersey Experiment Station

NUMBER 2




How The Flowers Are Prepared

The first procedure is to emasculate blossoms on the female parent. The best time to perform the operation is just before the petals begin to spread. With the scissors, you next cut away the calyx and corolla (the petals) and all of the stamens. It is very important that the anthers or upper parts of the stamens be entirely removed from the flower. When this is done, cover the bloom with a paper bag (¼ pound is large enough) and fasten at the bottom with a wired plant label. This will prevent the accidental pollinization by visiting insects. It is well, also, to cover a blossom on the male parent to prevent contamination of the pollen by insects. One blossom ought to furnish sufficient pollen to care for 8 or 10 crosses. If it is desired to find out what characters the parents carry and may transmit to the progeny, they can be self-pollinated. That is done by simply covering the flower, making sure that the stigma has been pollinated when it has become receptive. It is well, however, to remove the petals, as mould will sometimes form, causing a loss of the seed.

The flowers are left in this condition until the stigma becomes receptive, which will be in 10 to 14 days, if done at the stage described above. This condition of the stigma can be ascertained by examining it under the glass. If it has become "hairy" and drops of sticky fluid are on the hairs, the stigma is receptive. It may then be pollinated. Uncover the male parent and select a stamen that has broken open (or dehisced), evidenced by its appearing powdery. This can be taken in the forceps and the powdery part gently applied to the stigma, where the powder will adhere. Only one grain of pollen is necessary to impregnate the seeds, provided germination takes place, but it is desirable to cover well the stigma with pollen. The sticky fluid is the germinating medium. In it the pollen grain germinates and throws out a tube which enters at one of the hairs and so on down to the ovary, where it impregnates the ovules, which thereupon become seeds. When the application of the pollination has been accomplished cover again, fasten with the label on which has been written what the cross is and the date made. In designating the cross, put the name of the female parent first. For example, if Matchless has been crossed by Crystal, label "Matchless X Crystal." Where the bloom has been self pollinated, label "Matchless S. P.," with the date.

As many crosses may be made as there are blossoms, or as is desirable. the greater the number of seedlings, the more likelihood of attaining the ideal.

The pollinated flower is left on the plant until the capsule is fairly well dried, which will be a matter of 3 to 6 weeks, then removed from the plant and dried off on the stem for two or three weeks longer, after which the seeds may be sown at once, if desired. The number of seeds in a capsule varies from four or five to sometimes as many as 30 or more.

### Seasons of Crossing

It has been found by experiment that there are two seasons during which crossing is most successful. The first extends from September up to the middle of December and the second from about the first of April up to the middle of June. During the first period, careful work should give from 80 to 100 per cent success, and the second period will give about 75% success. During the intervening period, only 10-25% of the crosses are usually successful. A great advantage in working during the earliest period (September to December) is that the seed may be sown in the late winter or early spring and the plants will often flower out-of-doors during the summer, so that some culling may be done before the plants are moved into the house. Crosses made during the late period are late in ripening seeds, so that the plants will be moved into the bench from the flats or pots in which they are grown.

(To be Continued)

MAINE SUNSHINE
WHITE DELIGHT

Strout's Splendid New Carnations

They have carried the trade by storm

MAINE SUNSHINE
Rooted cuttings $15 per 100
" " $120 per 1000

WHITE DELIGHT
Rooted cuttings $12 per 100
" " $100 per 1000

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BEST CRESTED FERN

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**CUT FLOWER BOXES**
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

## George Watson's Corner

"You in your small corner and me in mine."

To be the son of a wonderful father is an awful handicap to a boy. The boy gets no credit. They all say, oh, well, his daddy made the business. All one has to do now that the wagon is at the top of the hill is to keep it going. Anybody can do that. But there are exceptions. And when we note one, it is up to all of us to take our hats off to him. The particular instance we have in mind is Wally Pierson of Cromwell. He has really shown that he is as good as his distinguished daddy, and in many ways has even gone him a few better. This bouquet is not for the son, but for the quiet gratification of the old boy, as he sips his cup of tea in his easy chair of a quiet evening, resting supposedly from the strenuosity of a strenuous but well-spent and happy activity—inspired by the blood of his Flemish ancestors who braved the seas and made the glorious British Empire and United States of America, of which we are all so proud in this year of 1921 A. D.

And while we are talking of old man Pierson we think of another wonderful character—old man Pennock. Abram L. Pennock was a wonderful man himself, and did many wonderful things, of which we have talked time and again these last thirty years. He is in the empyrean now, but his memory still remains with us fresh and fragrant. But it was not only what he did himself that was the most wonderful. It was his genius for starting other people to do things. He was all the time starting something. A new store, a new settlement, a new way of doing things; new men, new methods; he was never still, and the remarkable thing about it all was that he picked out the right men every time, and they all made good and became men of means and to be like their preceptor. All the Clan Pennock—scattered everywhere from Maine to California—also the Westcotts, the Cartledges, and all the rest of them, are a standing monument to themselves and to a man of splendid personality and initiative. One of his sons, Samuel S., has, like Wally Pierson, probably done more than all the rest to spread the fame of the family genius to the far winds. Samuel has in high degree his father's genius for making friends and starting things. What the philosophers call initiative. Very few of us have that faculty. Abram had it, and Samuel seems to

**STUMPP & WALTER CO.**

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BRECK'S HIGH GRADE FLOWER SEEDS AND BULBS

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LILIUM GIGANTICUM ALBUM
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In All Sizes Held in Storage

(Send for Florists' Price List)

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EVERYTHING IN CUTTINGS AND SMALL POT PLANTS

MAGIC HOSE
SEEDS AND BULBS, NICO FUME

**ROMAN J. IRWIN**

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**Nursery Stock**

FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

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GENEVA, N. Y.
70 Years 1000 Acres



**IBOLIUM PRIVET**

**The New HARDY HEDGE**

Resembles California.

Hardy as Ibota.

Dormant summer cuttings
$15.00 per 100
All larger grades sold.

**BOX-BARBERRY**

Summer frame cuttings
$25.00 per 1000
for lining out.

10 samples post-paid for $0.50.

Surplus
Am. Hemlock, Pin Oak, Gingko, Red Maple, Japan Iris.

Hard wood cuttings for greenhouse bench propagation, $7.50 per 1000. Ready Now.

**The Elm City Nursery Co.**
**Woodmont Nurseries, Inc.**
*New Haven - - Conn.*
Buy Box-Barberry and Ibolium Privet of the introducers





**HEATING**

KROESCHELL Boilers are making the most wonderful greenhouse heating record in the world. Florists who have used other makes are constantly giving the KROESCHELL the highest praise. 13,468,320 sq. ft. of glass was equipped with KROESCHELL Boilers during the past five years.

**Kroeschell Bros. Co.**
466 W. Erie St.,
CHICAGO



**MASTICA**



For Greenhouse GLAZING
Use It Now

F. O. Pierce Co.
12 W. BROADWAY
NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass than occur with hard putty. Last longer than putty. Easy to apply.


have inherited it in a high degree. His big wholesale floral emporium from small beginnings is now known the world over. He may have millions but it isn't millions he is after. Like his father, his main idea is to help his fellow men. Public opinion has chosen him for an important mission abroad during the next six months, but his home affairs are in the most competent hands and all will be well. A wonderful man was Abram L. Pennock and he has given us many worthy successors of his name and lineage.

---

Mrs. Samuel L. Pennock, who revealed her high poetic ability to us poor grubs some two years ago with the delightful verses, "King John of Barnegat," has been the indirect means of giving me another treat. This is Christopher Morley's new book, "Travels in Philadelphia," which she was keen enough to pick up and pass on to "her best fellow" as a Christmas present. The best fellow (Samuel L.) enjoyed it so much that he passed it along to yours truly for a read. I enjoyed it so much that I want all my old friends to invest in a copy. It is a book of 264 pages and costs $1.50. Can be secured through Horticulture's book department. The chapters on "Franklin Square," "The Parkway," "Darby Creek," "The Wissahickon Drive," "Fish Town," "Willow Grove," "Neshaminoy Falls" and "Hog Island" are particularly delightful and would especially delight old timers like John Walker of Youngstown, O.; Adam Graham of Cleveland, J. C. Vaughan of Chicago, P. Welch of Boston, and others too numerous to mention. There's a treat in store for you, boys! Come along with that $1.50.

---

The only quotation from the many volumes that John Boyle O'Reilly wrote that appears in the Oxford Book of verse is the following:—

"The red rose whispers of passion,
And the white rose breathes of love;
O, the red rose is a falcon,
And the white rose is a dove.

"But I send you a cream white rosebud
With a flush on its petal tips;
For the love that is purest and sweetest
Has a kiss of desire on the lips."

There is not so much to them at first reading but there is a fine swing to them and they grow on you as you keep repeating. And that reminds us that the second verse is particularly appropriate to that great new cre-


PROGRESSIVENESS
GUDE BROS CO
1214 F ST N.W. WASHINGTON D.C.

**GUDE BROS. CO.**
**Washington, D. C.**
Member Florists' Telegraph Delivery



**FLOWERS** The Best at The Lowest
The Largest Popular Price House in Philadelphia

**F. M. ROSS**

Send orders to
136 So. 52nd St., Philadelphia.
Other Stores
13 So. 60th St. 212 E. Girard Ave.

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Orders from all except members of the F. T. D. must be accompanied by remittance.



**JOHN BREITMEYER'S SONS**

Cor. Broadway and Gratiot Aves.
DETROIT, MICH.

**Artistic Designs . . .**
**High Grade Cut Blooms**

We cover all Michigan points and good sections of Ohio, Indiana and Canada. Member Florists' Telegraph Delivery Association



**With Our Immense Supply of**
**Cut Flowers**

and confining ourselves strictly to flowers and greens we are in a position to give you the kind of service that is always dependable.

Cut-flowers are plentiful with us and we would be glad to have you call on us when in need of anything.

**The Leo Niessen Co.**
WHOLESALE FLORISTS
**1201-5 RACE STREET**
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FRUITS and FLOWERS

The Choicest of Both

BOSTON MASS. F.T.D.

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ation of Fred Lemon's, which he so very appropriately names "The Angelus." If names have anything to do with the popularity of a rose, this new one ought to be a winner.

## WESTCHESTER AND FAIRFIELD HORTICULTURAL SOCIETY

The Westchester & Fairfield (Conn.) Horticulfural Society met in Hubbards Hall on Friday, March 11th. There were 80 members present when President Jones opened the meeting.

Secretary Addor gave special prizes for roses, carnations and pot plants. He also favored us with a spirited address on "The Responsibilities and Opportunities of the Gardener." Mr. Addor contends that as we are Nature Architects we should take much more interest in the beautifying of the surroundings about the towns or localities in which we live and also advising the small home owner.

Quite a discussion followed this address, many thinking it a progressive policy, others thinking it was not our business at all.

Mr. Henry Wild favored us with a short talk on his recent trip to England. Things are improving rapidly over there since the War has ceased and Horticultural interests are getting back into their pre-war state.

Mr. Lenine was presented with a handsome piece of silver, he having obtained the highest number of points throughout the past year for vegetables.

MELROSE, MASS.

THE CASEY FLORIST CO., 93 Maple St.

Nearest Location to N. E. Sanitarium

Member of the F. T. D.

FRAMINGHAM, MASS.

S. J. GODDARD Member F. T. D.

Murray THE FLORIST

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NEW YORK'S FAVORITE FLOWER SHOP

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Randall's Flower Shop

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Quality and Reliability

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Deliveries of Flowers and Plants in FALL RIVER and contiguous territory.

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Nothing Better
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THE SMITH & FETTERS CO.
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CLEVELAND, OHIO
Flowers of Every Kind
In Season

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ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.
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5523 Euclid Ave.
Will take good care of your orders
Members of F. T. D. Association

The J. M. Gasser Company
Cleveland
Euclid Avenue

## NATIONAL FLOWER GROWERS' ASSOCIATION

President W. J. Keimel, of the National Flower Growers' Association, has appointed the following standing committees: Production—Messrs. E. Allen Pierce, Carl Hagenburger and W. J. Pilcher. Marketing—Messrs. Jos. Kohout, Carl Hagenburger and Earle Mann. Credits and Collections—Messrs. Thos. Roland, Earle Mann and J. S. Wilson. Legislation—Messrs. Earle Mann, Thos. Roland and W. J. Pilcher.

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At the recent meeting of the Illinois State Florists' Association in Urbana, President J. F. Ammann, of the Association, presented its objects and aims in a clear and concise manner. He said among other things:

"The objects of our Association are just as the Constitution provides, the advancement of commercial floriculture under glass, devising ways and means for the best and most economical way of—and these are the aims—

"First, Production: To combat insects and diseases, studying elements entering into production such as soil analysis, commercial fertilizers, temperatures, methods and cost of construction of greenhouses, growing location with reference to marketing and disseminating knowledge among members on various subjects of interest to them.

"Second: Marketing: Sales methods, methods of grading, storing, packing and delivery. To devise ways and means of bettering selling conditions and eliminating the present cause of waste in marketing plants and flowers. To raise the standard of industry by national advertising.

"Third: Credits and Collections.

"Fourth: Legislation: To keep generally informed on legislation proposed affecting members of this association in either state or national legislation.

"We have provided in our By-Laws for four classes of membership. Class A are growers who belong to an Allied Trade Association, carrying on co-operative advertising on the percentage plan, where 25% of their entire collections are turned over to this organization for national advertising, these growers by virtue of such payments automatically become members of this Association. Ninety per cent of such funds are set aside for national advertising.

"Class B are growers who are members of some district growers' organization and they become members of this Association by their district paying the sum of 50c per 1,000 sq. ft. of

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KANSAS CITY
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SAMUEL MURRAY
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Member Florists' Telegraph Delivery

The Far-Famed Flowers of
TORONTO
Delivered on mail or telegraph order for any occasion, in any part of the Dominion
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DAVID CLARKE'S SONS
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KOTTMILLER
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ground area covered with glass owned or operated by them.

"Class C are growers who are not members of either of the above two named organizations but who can become members of the National Growers' Association by paying the sum of $2.00 per 1000 sq. ft. of ground covered with glass owned or operated by them and paid into this Association. Seventy-five per cent of such sum is set aside for national advertising.

"Class D are Associate members. Firms who are not active or voting members of this Association, and who are not florists, yet who are contributing to national publicity through this organization may become Associate members. Ninety per cent of such sum is set aside for national advertising.

"You will note from the above classes that from three out of the four a large percentage is set aside for national advertising. This proves that national advertising will be one of the main factors in our work, which is as it should be, and with such a program there is no doubt but what every grower in the country should join this organization in one of the three classes for growers and thereby assist in the plan for the advancement and progress of our business.

"Any growers of flowers and flowering and ornamental greenhouse plants grown for commercial purposes are eligible to become members of this Association and are herewith kindly invited to join."


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Consignments Solicited
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In Novelties and Standard Kinds.
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250 same rate, Cash.
Send for complete surplus list.
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New and standard varieties, Bushel Basket, St. Martin, etc., New Price List free.
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The following somewhat smaller than the Ruffled Monsters; Pearl of Kentfield, flesh pink frilled, dwarf, purple or blue and white frilled.

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"Last year I purchased Petunia seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about 8 per cent of the plants could be classed as common. I want more of the same quality each year."

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RICHARD DIENER CO., INC.
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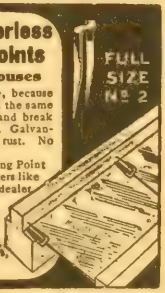
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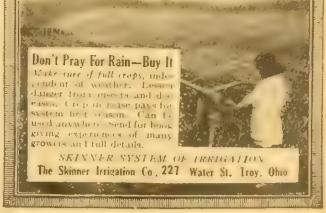
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Roses, Orchids and Spring Blooming Plants

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# HORTICULTURE

Volume XXXIII APRIL 10, 1921 Number 7



W. H. Wyman, Prop.
1894-1921

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**Philadelphia Quality Beauties**

Philadelphia grown Beauties are noted for their quality, and our growers are on with excellent crops at present. We offer for the week

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**NEPHROLEPIS VICTORIA (The Victory Fern).** A beautiful, new, crested form of Teddy, Jr., 2¼-inch pots, $3.00 per dozen, $20.00 per 100; 3½-inch pots, 50c each; 6-inch pots, $1.00 each; 8-inch pots, $2.00-$3.00 each.

**NEPHROLEPIS elegantissima.** Large specimens 10-inch pots, $4.00 each.

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**Packing added extra at cost.**

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Framingham Nurseries
FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that built our business. It will help build yours too.

(Send for Special List.)

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| | 100 | 1000 |
|---|---|---|
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| Verona | 6.00 | 50.00 |
| Teddy, Jr. | 6.00 | 50.00 |
| Macawii | 10.00 | 95.00 |

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I can sell you bench-grown stock in the above-mentioned varieties at $5.00 less per 1000. Buy bench-grown stock and save on express charges.

For March Delivery

After March 1, I shall have 3½-in., 4-in. pot-grown stock. I shall also be able to supply you with your fern runners at $15.00 per 1000. Place your orders early.

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*Fern Specialist*
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### THOMAS J. GALVIN MAKES A CHANGE.

The trade throughout the country will be interested in the announcement just made that Thos. J. Galvin has severed all connection with Thos. J. Galvin, Inc., and entered business



Thomas J. Galvin

with his son, Thos. J. Galvin, Jr., in Winthrop Square, Boston. Mr. Galvin, Sr., is one of the best known florists in the country, having been in business for 47 years. His son has already developed a large retail trade, and it is expected that the new firm will greatly extend its operations, although it will still be conducted under the name of Thos. J. Galvin, Jr.

### GOLD MEDAL FOR GODDARD.

At the Rose Show, Wednesday, S. J. Goddard was awarded a gold medal for an exhibition vase of "Laddie." This is the first time that a gold medal has ever been awarded a carnation by the Massachusetts Horticultural Society, and Mr. Goddard received many congratulations.

### LECTURES AT THE ROSE SHOW.

It is evident that the public feels a keen interest in all the details of rose culture, for Pres. Pyle, of the National Association, was greeted with a large audience at the opening lecture in Horticultural Hall Wednesday afternoon. Mr. Pyle showed many very beautiful slides and gave much useful information on rose growing.

The other lecturers announced for the week were as follows: Charles H. Totty, J. Horace McFarland, W. N. Craig, and Prof. Waugh of Amherst College.


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# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIII APRIL 10, 1921 No. 7

## THE TALK OF THE TRADE

Of all the roses introduced in the past few years, and there have been several which have made strong friends, Mme. Butterfly can safely be classed among the best. It is worth noticing that the various commercial men mentioning the leading commercial varieties in the 1921 Rose Annual have practically all spoken strongly in favor of Mme. Butterfly. There seems to be very little room for a difference of opinion on this variety, and I have noticed that rose growers in all sections of the country are very favorably inclined to this sort, and it seems safe to say now that it is only a question of time when Ophelia will be eliminated entirely. Mme. Butterfly is more vigorous in growth, is said to be a better producer, and of course we know that its color is a decided improvement over Ophelia.

As I said in a previous number, the vases of Mme. Butterfly shown at the New York Show were wonderful in every way. I had no idea that an Ophelia could be done so well.

With coal prices where they are now, every grower is interested in any way which makes it possible for him to cut down on his coal bill. And that is also the reason why so many growers are becoming interested in the heating plant at the Arnold Fisher Greenhouse in Woburn, Mass. Mr. Fisher has installed what is called the J. R. Smith Burner, and is getting excellent results. This system is very simple. It consists of a Sturtevant Blower, and the patent burner which in a crude way of explaining is not a grate at all, but an arrangement whereby the air is blown in from the ash pit and directly through the coal.



Breck-Robinson Garden at the Boston Flower Show

No ashes go down into the ash pit, but all of the ash that is not consumed is cleaned out through the fire box, cleaning being necessary only once a day on an average. It would be only under extreme conditions that it would be necessary to clean twice in one day. As I saw this boiler plant in operation, I was impressed with the very small amount of ash that was taken from the fire, and of course the most important thing was the fact that coal of the very poorest quality could be used. Mr. Fisher showed me this plan in operation, and gave it a test by using screenings only. No soft coal was used, and the screenings he was using were not what I would call a very good grade.

There are several points that I call mighty important, the first of which comes to my mind is that steam may be shut off at any minute that it is necessary, and if the weather changes, the sun is clouded over, or for any reason steam is needed quickly, in a mighty few minutes the pipes are full of steam again, and we all know that is mighty important to the greenhouse man. While the fires are idle during the day, there is not a lot of coal being consumed, as is usual with the ordinary way of banking your fire. And as I said before, when you are ready for steam, you can have it in a very few minutes. A pressure valve has been installed on this particular plant, and it is very necessary in order to get the best of service.

We all know that during any time when it is hard to get coal, whether it be on account of extreme weather such as blizzards, or whether it be on account of strikes, that it is not particularly hard to get screenings. Even when all the coal men were hollering about the coal shortage, it was generally a fact that they would tell you you could have a car of screenings if you could use it. I have heard it said many a time that when screenings got up to $3.00, $4.00 or $5.00 a ton they ceased to be economical, and under the old way of burning them I think that this was pretty apt to be true. But with this way of burning screenings, Mr. Fisher is getting a wonderful fire, and he is getting better service from his boilers with this apparatus and clear screenings than he could get before with good soft coal.

It is hard to believe the many good things that are said about the J. R. Smith Burner, but I believe that a grower will be agreeably surprised if he will take the time to investigate and see how well it works out.

# NATIONAL ROSE SHOW

## Exhibition in Boston a Great Success — Orchids, Carnations and Many Other Flowers Also Shown

The National Rose Show at Horticultural Hall, Boston, is in full swing as we go to press. There is no doubt of its success. While the audience was not as large on the opening afternoon as a year ago, when the Orchid Show was held, it increased rapidly in the evening, when the halls were crowded with enthusiastic sightseers. It was the kind of show that advertises itself.

While roses were the predominating feature, many other flowers were shown, the orchid exhibits in the lecture hall being of particular note. The remarkably good carnations interested the commercial growers attending the show, and one of the prettiest groups ever staged in the hall was made up largely of Kurume azaleas from the estate of John S. Ames at North Easton, Mass.

The principal features in the main hall were two rose gardens, one entered by Thomas Roland, of Nahant, president of the S. A. F., and the other by the Breck-Robinson Co., of Lexington, Mass. The latter garden, which was not in competition, occupied the center of the hall, with the Roland garden being surrounded by a substantial fence. A great variety of roses was included in the planting list, among them some of the more modern kinds, like Los Angeles.

The Breck-Robinson exhibit, which was given a gold medal, consisted of a miniature rose garden, planted largely to Baby Ramblers. The garden was surrounded by a wall with arbors, and had a small seat at one end. In the center was a dainty fountain. The garden was laid out under the skillful management of Mrs. Babcock, in charge of the landscape department of the Breck-Robinson Co. The two largest displays of orchids were made by Mr. A. C. Burrage and Julius Roehrs Co., both being remarkably complete and well finished. A huge basket design, made of orchids and displayed by the Julius Roehrs Co., was given a gold medal as the most original display.

J. L. Butterworth, the veteran orchid grower of Framingham, had two exhibits which won him two gold medals. Mr. A. N. Cooley, of Pittsfield, Oliver Line gardener, had an exhibit which made a strong appeal to orchid enthusiasts because of the high quality of the flowers shown. In his exhibit were 75 varieties.

In the carnation room were to be found many of the newer varieties, including Donald, Rosalia and Grace Coolidge, the latter recently named by William Sim in honor of the vice-president's wife. The Sim exhibit, staged by Sidney Hoffman, was especially attractive, not only for the variety of the carnations shown, but also for the quality. Samuel Goddard had a vase of Laddie which excited much admiration, the flowers being finished to perfection. It won a gold medal.

In this room Wollrath & Son, of Waltham, Mass., had an exhibit of the so-called Australian or African violet, Saintpaulia ionantha grandiflora, which was much commented on. It would seem as though this plant might be grown more widely and make a good sale. In this room was also a


**Announcement**

On and after April 2nd I will be associated with my son, Thos. F. Galvin, Jr., in the florist business at 226 Devonshire St., near the corner of Franklin St., where we will cater to the retail trade.

Due to changed conditions in the florist business during the past year, I have decided I can serve my many customers to better advantage from this central location, in the heart of the wholesale flower district, which enables me at all times to obtain the pick of the market, and to sell the choicest flowers at a distinct reduction.

I offer my advice and forty years of experience as to proper selection and arrangement of flowers for any event.

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well flowered plant of Rosa Hugonis, sent in by Walter Hunnewell. An exhibit in the big hall which attracted much attention included a number of rhododendrons, and an immense plant of Azalea schlippenbachi from the Thomas E. Proctor estate at Topsfield, Mass.

The Ames exhibit of Kurume azaleas was staged by R. & J. Farquhar in a most attractive manner. It was backed by tall evergreen trees, and in the center was a fountain. These Kurume azaleas were imported by Mr. Ames a year or two before those shown by the Arnold Arboretum last spring. The Farquhar Co. had in the entrance hall an interesting exhibit of hardy primroses.

From the Webster estate came a collection of well grown Hydrangeas, and the stage in the lecture hall was banked with a new race of azaleas from Holmlea, the estate of Prof. C. S. Sargent, director of the Arnold Arboretum. These azaleas have been named R. sanderi.

The entrance to the lecture hall was made very inviting by a pergola covered with climbing roses, a part of the fine exhibit of W. W. Edgar Co., of Waltham. In the main hall were other rose covered arches from the same company.


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#### PLANTS

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| 2500 | **Deutzia** crenata fl. pl. Pride of Rochester. 2½-3 feet. |
| 2000 | **Deutzia** crenata rosea. 2½-3 ft. |
| 250 | **Euonymus** europaeus. 2½-3 ft. |
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| 1600 | **Forsythia** intermedia. 3½-4 ft. |
| 700 | **Forsythia** intermedia aurea. 3½-4 feet. |
| 2250 | **Forsythia** viridissima. 2-3 feet. |
| 300 | **Lonicera** Morrowii. 2-3 feet. |
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| 1000 | **Lonicera** Ruprechta. 2-2½ feet. |
| 1500 | **Philadelphus** coronarius. 3-3½ ft. |
| 250 | **Philadelphus** Falconeri. 3½-4 ft. |
| 200 | **Philadelphus** Boule d'Argent. 2-2½ feet. |
| 400 | **Philadelphus** erectus. 3-3½ ft. |
| 150 | **Philadelphus** Magdalene. 3½-4 ft. |
| 1000 | **Pyrus** arbutifolia. (Aronia.) 3-4 feet. |
| 700 | **Sorbaria** glabrata. 2½-3 feet. |
| 1000 | **Spiraea** callosa. 2½-3 feet. |
| 100 | **Spiraea** Douglasii. 2-3 feet. |
| 1000 | **Spiraea** opulifolia. 3-4 feet. |
| 150 | **Spiraea** opulifolia aurea. 3-4 ft. |

We also have Azaleas and Kalmias to offer. If interested, state your requirements.

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### FLOWERS

Antirrhinums—Fifteen spikes, one or more varieties: 1st, S. J. Goddard; 2d, Edwin S. Webster. Carnations—Display, arranged for decorative effect, covering 100 sq. ft.: 1st, Wm. Sim. Twenty-five blooms, any Crimson variety: 1st, W. D. Howard, Bernice. Twenty-five blooms, Light Pink: 1st, Coombs, Laddie; 2d, Wm. Sim, Laddie. Twenty-five blooms, Dark Pink: 1st, W. D. Howard, Mrs. Ward; 2d, Wm. Sim, Rosalie. Twenty-five blooms, Scarlet: 1st, Wm. Sim, Belle Washburn; 2d, W. D. Howard, Belle Washburn. Twenty-five blooms, Variegated: 1st, Wm. Sim, Benora; 2d, W. D. Howard, Benora. Twenty-five blooms, White: 1st, Wm. Sim, White Benora; 2d, W. D. Howard, Matchless. Twenty-five blooms, any other color: 1st, R. E. Wadsworth & Co., Dawn. Orchids—Collection of cut orchid blooms, arranged with ferns or other foliage: 1st, A. C. Burrage. Roses—Fifty Mme. Butterfly: 1st, Florex Gardens; 2d, W. H. Elliott. Fifty Crusader: 1st, Thomas Roland; 2d, Montgomery Rose Co. Fifty Mrs. Charles Russell: 1st, Montgomery Rose Co. Fifty Double White Killarney: 1st, Cromwell Gardens; 2d, Florex Gardens. Fifty Frank Dunlop: 1st, Florex Gardens. Fifty Hadley: 1st, Thomas Roland; 2d, Montgomery Rose Co. Fifty Ophelia: 1st, Cromwell Gardens; 2d, Bedford Flower Co. Fifty Pilgrim: 1st, Montgomery Rose Co. Fifty Rose Premier: 1st, Florex Gardens; 2d, Cromwell Gardens. Fifty any other pink variety: 1st, Thomas Roland, Columbia; 2d, Florex Gardens. Sweet Peas—Fifty blooms Lavender: 1st, Norris F. Comley; 2d, W. W. Thompson Co. Fifty blooms Pink: 1st, W. W. Thompson Co., Zvolanek's Rose; 2d, W. W. Thompson Co., Rose Queen. Fifty blooms White: 1st, W. W. Thompson Co.; 2d, Norris F. Comley. Fifty blooms any other color: 1st, W. W. Thompson Co.; 2d, Norris F. Comley. Artistic display of foliage and flowering plants, to cover 150 sq. ft.: 1st, E. A. Clark; 2d, Fred A. Palmer. Any Other Plant in Flower Not mentioned in this list: 1st, Mrs. N. M. Bryant, Calceolaria; 2d, Miss Cornelia Warren, Chorizema.

## REORGANIZE CHILDS' FLORIST BUSINESS

The large florist and seed business of John Lewis Childs, Incorporated, of which Mr. Childs was the active head until his death three weeks ago, has been reorganized. The new president is Mrs. Caroline Childs; vice president and general manager, Arthur H. Goldsmith; secretary-treasurer, Jay Lionel Childs. All three of the sons are now in the business and taking an active part.

The oldest son, Vernon, has charge of the packing department and rentals of outside properties. Mr. Childs owned two apartment houses, both of which have a waiting list. Mr. Goldsmith, the present general manager, is a brother of Mrs. Childs and was formerly manager under Mr. Childs, but left several years ago to go into the real estate business. Henry H. Davies, who has been general man-

# Four Great American Hybrid-Tea Bedding Roses

ALL ARE OFFERED IN STRONG TWO-YEAR-OLD PLANTS.

**Mrs. S. K. Rindge**
(Howard & Smith, 1920).

This is, undoubtedly, the finest yellow Rose we have. While it in some stages of development, as well as in growth, resembles Golden Emblem, it is a stronger grower, and its rich chrome-yellow flowers as they mature, become suffused with salmon-pink.

Strong, two-year-old California-grown plants $1.50 each.

**Miss Lolita Armour**
(Howard & Smith, 1920).

The unique coloring of this novelty is a combination of colors difficult to describe, and it is absolutely distinct from all other varieties. The flowers are of large size, full double, with petals of great substance. As the flowers expand they develop to a deep coral-red with a golden, copper-red suffusion. The base of the petals is of a rich golden-yellow with coppery-red sheen, deliciously fragrant. The plant is a strong, vigorous grower and very free-flowering. A Rose for which we predict great popularity.

Strong, two-year-old, California-grown plants $1.50 each.

**Rose Marie**
(Dorner, 1918).

A most pleasing shade of clear rose-pink, with ideal long shapely buds which open to very large flowers of good form. The plant is a strong, vigorous, healthy grower, and remarkably prolific. We consider it the best bedding Rose of its color yet introduced. $1.50 each.

**William F. Dreer**
(Howard & Smith, 1920).

A beautiful Rose of the same parentage as Los Angeles and which, for delicacy of coloring, is incomparable with any other variety. It is, in fact, one of the delicate tints of buff, suggestive of the lilies. The flowers, which are similar in shape to Los Angeles, and like that variety, beautiful in all stages of development, are at their best when in half-expanded flower. These, in expanding, are of a delicate silvery-shell-pink. The base of the petals are of a rich golden-yellow which, at certain stages of development, gives a golden suffusion to the entire flower, this golden suffusion being particularly brilliant early and late in the season.

Strong, two-year-old, California-grown plants $1.50 each.



NEW AMERICAN HYBRID TEA ROSE WILLIAM F. DREER

**Gorgeous New Climbing Rose, Paul's Scarlet Climber**

This is without question the most important addition to our list of Climbing Roses in many years, and no other Rose in any class can compare with it for brilliancy of color, which is a rich scarlet that is but little affected by sun or bleaching and the petals fall cleanly. The flowers are of medium size, semi-double, borne in large trusses of from three to six flowers each on much branched canes, the plants being literally covered with flowers from top to bottom. It is of strong climbing habit and perfectly hardy. This Rose has been highly recommended by the leading rose growers of the press. It was awarded a Gold Medal by the National Rose Society for an award of Merit by the National Rose Society of England, and was also awarded during the season of 1918 the coveted Gold Medal at the Bagatelle Gardens, Paris. Strong two-year-old plants, $1.50 each.

## HENRY A. DREER, 714-16 Chestnut St., Philadelphia, Pa.

**The above prices are intended for the trade only.**


ager for the past eight years, resigned soon after Mr. Childs' death.

### BUSINESS METHODS OF FLORISTS

The National Flower Growers' Association is endeavoring to compile data with a view of getting valuable information disseminated among the flower growers of this country pertaining to insurance protection, a simplified and uniform bookkeeping system, including ways to figure cost of production, depreciation, etc. Any answers to the following inquiries mailed to the undersigned will be appreciated by those in charge of this work and materially assist in getting some definite results.

No. 1. Do you carry insurance, and, if so, what kind? Name the companies and rates paid.

No. 2. Explain in brief outline your system of bookkeeping and how you figure costs of production, and depreciation.

No. 3. Please give such other information that in your opinion would assist materially in the above work.

J. F. AMMANN, Secretary.

### LUNCHEON FOR EXHIBITORS.

On the opening day of the Rose Show in Boston, Wednesday, Pres. A. C. Burrage, of the Horticultural Society, gave a luncheon to exhibitors and invited guests, on the upper floor of the building. This was a very pleasant function, bringing together many old friends. Among the out-of-town guests were Pres. Pyle and Secy. Wister, of the Rose Society, C. S. Strout, of Biddeford, Me.; Wm. Manda, of West Orange, N. J.; Charles H. Totty, of Madison, N. J.; Edward Roehrs of Rutherford, N. J., and Miss Eileen Low, of England. Miss Low, who is famous as an orchid expert, was one of the judges who afterwards passed on the exhibits in the lower hall. Miss Low expressed herself as much pleased with the interest in orchid culture which she found in this country, and the high quality of the flowers shown.

# Used by Florists for over a Quarter of a Century







**HAMMOND'S THRIP JUICE**
is "King Pin" against Sucking Insects.

**HAMMOND'S GRAPE DUST**
for Mildew on Roses, etc.

**HAMMOND'S COPPER SOLUTION**
Gold Medal Fungicide, safe and reliable.

**HAMMOND'S SLUG SHOT**
Destroys Sow Bugs or other Worms in Soil.

**Our Products Sold by Seed Dealers**

## Hammond's Paint and Slug Shot Works
**BEACON, N. Y.**


### ROSES OF THE DAY

#### Mr. S. S. Pennock Considers Them From A Wholesaler's Viewpoint

Mr. S. S. Pennock of Philadelphia contributes a very interesting article to the Rose Annual for 1921 on "Commercial Roses as the Wholesaler Sees Them." He says in part:

"Killarney, a European introduction of several years ago, was so much easier to grow and bloomed so much freer, that before the growers realized it they were overdoing it. A store man would buy mostly Killarney, pink and white, as there was very little else to buy. Some markets, of course, had more variety than others. One year in particular the Philadelphia market was especially overworked with Killarneys.

"This is a situation that the growers today need to guard against with Columbia and Premier. If a customer comes into a retail store and finds just two or three varieties of roses, there is certainly not the encouragement to purchase that would exist if there were a larger variety to choose from.

"Both Columbia and Premier are fine roses. There's no question about it, wonderful flowers, with fine foliage, good growers; roses that give splendid satisfaction. Columbia, for the year round, is probably the better of the two; but Premier, during the midwinter months, forges ahead with its wonderful foliage and large, well-shaped buds.

"We have Pilgrim, which, when it first came on the market last summer, was not received with quite the favor that was hoped. However, as the season progressed and the weather became cooler, it became more of a favorite until, at this writing, the first of March, it is one of our best roses. I believe it is a splendid rose for about nine months of the year, but not a particularly good hot-weather rose, although the growers may be able to so grow it during the hotter part of the year that it will do better. It is a good keeper, holds its head up, and has a very attractive color. The two-tone color gives it a class by itself.

"American Legion, which is to be called 'Legion' because of a silly objection by the organization of that name, is coming out this year, and seems like a very attractive rose; but every new rose has to be tried out before it can be determined whether it will be a success. I like it very much; whether from a grower's standpoint it will equal or be better than our present roses will have to be determined.

"Dunlop, here in the East, has not proven the success it was hoped. It seems to be better in warm than in cool weather.

"It was thought Crusader would supersede Hadley, but it has neither the color nor the holding qualities of Hadley, although it is a larger rose, and I understand is a better and easier grower. It will turn dark after it is cut a day or two, which is enough to condemn it among retailers. It may be that this could be improved upon by the grower, as some roses have been in the past. Meteor, for instance, was found to be a success in a warmer temperature.

"Hoosier Beauty is still grown by some, but not nearly as much as in the past. Some growers call it a money-maker.

"Milady is and has been grown more extensively in the West than in the East. While it is not a recent introduction, some of the eastern growers are taking it up again, and it looks as if it was coming back. From the standpoint of a producer, there is nothing in the red rose line to touch it.

"Russell is still a favorite, and I see no decrease in the plantings of those who do it well. In fact, most of the eastern successful Russell growers are increasing rather than decreasing. This, for an all-year round rose, is the best in its class today, a good summer rose, a good winter rose and a good fall and spring rose, although most growers claim it does not bloom well in winter.

"Francis Scott Key is a wonderful fine warm-weather rose, in a class by itself. It has large, fine flowers on good stems, but goes absolutely to sleep during the winter time, and a great many growers on that account feel it is unprofitable. I am sorry not to see it grown more extensively. In the fall some wonderful flowers are produced.

"Mrs. George Shawyer is now very little grown, and apparently will be


**POTATOES AND RARE SEEDS**
**All For Two Dimes--To Introduce.**

SELECTED Seed for 10 Big Hills, earliest, hardiest, best and biggest yielding Potatoes on earth—(650 Bus. per acre.) 10 Hills Prolific Tree Beans; 20 Hills best Pop Corn (5 kinds.) 10 Varieties Butter and Head Lettuce; 10 Fragrant Tree Ferns, a grand Novelty, and Big 25c. Flower Collection.

**All** Boxed and postpaid for Two Dimes or 25c. in stamps. Seeds and 30 Hills Potatoes, 50c. Seeds and 70 Hills $1. Seeds and 150 Hills $2. Seeds and 250 Hills, enough to grow 25 Bus. for $3.00, postpaid. Age I give 50 Watches Free to customers.



**A. C. COOK**, Seedsman, **Hyde Park, N. Y.**

# STILL ON TOP

*Our Orchid Exhibition Won 3 FIRSTS*
*at the New York Show*
*and*
*TWO FIRSTS and SILVER MEDAL in Boston*

*IF IT IS QUALITY WHICH APPEALS TO YOU WE HAVE THE STOCK YOU WANT*

**JULIUS ROEHRS CO.**
RUTHERFORD, N. J.


soon a rose of the past. Sorry; it has many good points.

"My Maryland is still favored by a number of growers, and very successfully by those who go into it whole-heartedly and use it as a bread-and-butter rose the year round. It has its place.

"Richmond is grown by very few and more as a Christmas cropper than anything else.

"Sunburst we are sorry to see almost out of the market. A new yellow rose is needed very badly, for we today do not have a good yellow variety that is grown extensively. Neither Ophelia nor Butterfly fill the place for a yellow. Let us hope that some of our enthusiasts in rose-breeding will come along with a good commercial yellow rose; something on the Sunburst color and shape of bud, with Pilgrim stem.

"It is regrettable to notice the tendency to drop Ophelia. It is a splendid rose, and one that I should be very sorry to see the growers discard. Some say Butterfly will replace it, but it seems to me there is room for both roses. Butterfly is so distinct from Ophelia that they could be sold by any up-to-date retail store without one interfering with the other.

"Mrs. Aaron Ward also seems to be passing. It was a great favorite, a beautiful little rose, which probably made as much of a sensation when it first was put on the market as any rose we have ever had.

"The only good, first-class white rose we have available today, commercially, is double White Killarney. It is still holding its own, although Angelus may supersede it. I do not know much of Angelus, only having seen it on exhibition way, when it certainly impressed all present. The old few petaled white is not nearly as satisfactory from a dealer's standpoint as the double roses. It is not as good in the wintertime, nor in the summertime, in fact, it is not as good any time of the year.

"Among the little or 'debuatnte' roses, Cecile Brunner and Old Gold still hold their own. A number of other small roses have been tried, but, after the first year or two, are discarded, and I believe very few outside of these two are grown successfully.

"Last, but not the least, we come to American Beauty, which has been on the market now for about thirty years, and today stands by itself. It is noted with great regret that so many of the growers are dropping it, or decreasing the space devoted to it. It is still a wonderful rose if well grown. What can you get that will give the effect of a dozen fine, long-stemmed American Beauties? Twenty-five or fifty of any other rose would hardly make as good a showing. Unless it continues to bring a good price, it will not be grown by anyone in a few years, which will be a great pity."

The florist business of the late Harry N. Kelley, of Pemberton Square, Boston, is now being carried on by Mr. Kelley's widow, who was experienced in floral designing before her marriage, and who seems entirely capable of maintaining the Kelley establishment on its well known basis of efficiency.

Herbert Shaw, aged 55, for fifteen years superintendent of the Lane estate at Manchester, Mass., passed away recently. He was a member of the North Shore Horticultural Society.

A news report says that the Florists' group of Springfield, Mass., Chamber of Commerce, is endeavoring to secure legislation to eliminate the curbstone florists. It is charged that these curbstone dealers buy over supplies of certain flowers in Boston at a greatly reduced price, freshen them and undersell them in Springfield. Action of a similar kind is being discussed in other cities.





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| Wheelbarrow Leaf Racks for water truck | $7.00 |
| Water Trucks, 2-inch tire | 4.00 |
| Barrels, extra | 6.50 |
| Box Beds, extra | 5.25 |
| Leaf Racks for water trucks | 10.00 |

Our 1921 Catalog of Farm-Garden, Poultry, Dairy Supplies and SEEDS, Free

**GRIFFITH & TURNER CO.**
205 N. Paca Street Baltimore, Md.

# ROSES!

**In best and hardiest varieties suitable for the garden. Hybrid Teas, Hybrid Perpetuals, Polyanthas or Baby Ramblers, Rugosas and Walsh's world-famed Ramblers. Catalogue will be mailed on request.**

**M. H. WALSH**
Rose Specialist
Woods Hole, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

Rose growers the country over will be interested in the arrangement decided upon for the dissemination of the Van Fleet roses at the last meeting of the executive committee of the American Rose Society. It was decided that the society should distribute propagating stock of material of one of the new Van Fleet roses in equal quantities to various firms agreeing to grow them, and that the opportunity be offered to participate in such distribution to members of the society who are rose growers and who issue a retail catalogue. They must agree to conditions as to naming, prices, etc., as arranged with the Department of Agriculture, and agree to offer prominently in their catalogues the new roses in two-year form; also to pay the American Rose Society at the end of one selling year as royalty 25 per cent of the retail price as agreed upon.

The committee on new roses is to arrange with the participating persons or firms for a uniform distribution offering of these Van Fleet products. It is to be hoped that there will be a liberal response from growers. The plan is a new one, but if adopted will do much to make the Van Fleet roses quickly available for private gardens, and it seems quite right that the Rose Society should profit to some extent from the transaction because of the efforts which it is putting forward in behalf of rose growing in America.

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What would exhibitors at vegetable shows in this country think if the judges should include a chef from one of the leading hotels? Some such plan as that is being put forward in all good faith by certain influential people in England. Of course a long and somewhat heated discussion has resulted. If I am not mistaken, the Royal Horticultural Society itself has voted to invite certain chefs to assist in adjudicating vegetable exhibits. The way in which a majority of the exhibitors regard the proposition is shown by the following protest which appears in the Gardeners' Chronicle.

"Chefs do not cater for the masses, nor have they the necessary technical and practical training to qualify them to act as judges of the raw vegetables the gardener has produced. If they were asked to judge exhibits of cooked vegetables to decide which had received the best culinary attention, all well and good; though even then I am rather inclined to think there would be many others besides chefs who could better decide this—a chef's patrons, for instance—but that they should be asked to judge the garden produce is an absolutely inconceivable thing to me. Where chefs are to act in such a capacity, I for one shall refrain from competing, for I do not purpose having the results I submit pronounced upon by unqualified persons in this way."

---

It seems that this proposed innovation has come about because of numerous complaints to the effect that gardeners were prone to produce vegetables of abnormal size for exhibition purposes, and that such vegetables were not by any means the best for table purposes. Several writers in the horticultural press have discussed this tendency to show enormous, coarse vegetables, like those raised for cattle food.

I am not prepared to say to just what extent this situation is paralleled in this country, but am inclined to think that well informed and sensible judges will necessarily discount



Rose Garden of Miss Sarah B. Fay, Woods Hole, Mass.

**WE NEED ALL OUR LAND FOR IRIS AND PEONIES**

Who will help us clear it by using some of the following-named stock? All good stock but we need the room.

350 Norway Spruce, 2-10 ft.
20 Koster's Blue Spruce, 5-9 ft.
9 Concolor Spruce, 4-6 ft.
12 Cut Leaf Weeping Birch, 15-18 ft.
5 Purple Beech, 10-12 ft.
100 Purple Wistaria
75 White Wistaria
80 Excelsa Climbing Roses xxx
20 Silver Moon C. Roses xxx
10 Yellow Rambler Roses

Symphoricarpus vulgaris and racemosus, Deutzia Pride of Rochester, Hydrangea arborescens and many others.

6000 Berberi thunbergii, 1-yr. seedlings to strong, husky plants 3 ft. and over.

Come and give the above "the once over." It will bear inspection.

**GEO. N. SMITH**
WELLESLEY NURSERIES
Wellesley Hills, 82, Mass.

gross specimens at the exhibitions. There is something, however, to be said upon the subject of size alone. Surely, the ordinary vegetable is not necessarily particularly appetizing because it is small.

Take the humble cabbage as an example. This is generally considered as a second-class vegetable, yet a quickly grown, good-sized cabbage is a fine vegetable food, and infinitely superior in quality and flavor to a small one that is oftentimes of small size owing to slow, stunted growth caused by a check of some sort or other during its career, and which certainly does not improve its value.

So far as turnips are concerned, large size is not necessarily a defect, and I prefer a well and quickly grown specimen of from medium to large size to a small one, for its flavor and texture is far in advance of the other, which is frequently woody and strong to the taste, a result often caused by a bad season, poor culture, and inferior variety.

Modern varieties of vegetables, whilst undoubtedly of larger size, have also gained in increased delicacy of flavor, and this is gain accomplished on the same lines as the improvement that has been attained by stock breeders.

---

Apparently English judges who favor the new plan feel that chefs are necessary to check increase of size in the vegetable exhibits. The question arises, though, whether chefs are likely to bring an unbiased view to bear. It is impossible to standardize appetites and tastes. If vegetables are to be judged by their flavor, moreover, the place for the exhibition would seem to be a dining room or a cafe rather than a horticultural hall.

As someone says, "If this extraordinary scheme is persisted in, the horticultural world will very likely be split into two camps, the pro-chefs and the anti-chefs." Perhaps after a time the judging will be done by chefs alone although we submit that it will be just as acceptable to secure the advice of experienceed epicures, and for that matter, the butlers and serving maids.

We may say off-hand that the plan is too ridiculous for its possible adoption in this country, but who can tell? If it is deemed good for English conditions, no doubt there are plenty of people who would advocate its introduction here.

---

I am much interested in the new dahlia "Coppersmith" being put out by W. Atlee Burpee Co. I believe that it has features which will cause it to be welcomed warmly by many private gardeners.

In this new dahlia we have a variety which, in my opinion, is unsurpassed for cutting or general decorative work. The habit of the plant is perfect, the growth sturdy and upright and only of medium height. It blooms early and continuously, and is most floriferous, the plants being literally smothered with flowers that are borne clear above the foliage on stiff wiry stems. In type it is midway between Peony-flowered and Duplex. The outstanding feature of coppersmith is its glorious autumn color, which may be described as a pleasing shade of light copper or bronze with a glistening-like suffusion of salmon-yellow, the reverse of the petals reddish bronze. For the past three seasons this has been one of the most admired varieties in the dahlia fields, and although brilliant in daytime, its unique color is intensified under artificial light.

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Scott The Florist has been incorporated at Providence, R. I., with capital stock of $25,000. The incorporators are E. Carlton Scott, D. Burton Stewart and Isabel F. Scott.

---

Near Shanghai an English sailor on his way to the foreigners' burial ground to lay a wreath on the grave of a comrade met a native with a pot of rice.

"Hello, John!" he hailed, "Where are you going with that?"

"I takee put on glave—glave of my flen," said the Chinaman.

"Ho, ho!" laughed the sailor. "And when do you expect your friend to come up and eat it?"

"All time samee your flen come up and smellee your flowers," replied John.—London Opinion.

**French Hydrangeas**

(Rooted Cuttings)

The best new French Hybrids for the Florist trade

Bouquet Rose, Rose General de Vibraye, Blue

Emile Mouilliere, white

$4.00 per 100; $35.00 per 1000. Ready for delivery in April. Book your order now as supply is limited.

ENGLISH IVY

The English Ivy has always been popular, and though overshadowed at times by new things, it always comes back. It is enjoying a revival and you will do well to have a good stock of it. We have a fine lot to offer. Ready now.

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| Rooted Cuttings | $ 2.50 | $20.00 |
| 2 inch | 4.00 | 35.00 |
| 2½ inch | 7.00 | 60.00 |
| 4 inch, extra heavy | 22.50 | |

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Wholesale Plantsman
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**Lily Bulbs**

From storage—Write for prices

GIGANTEUM from Chicago, Denver, Toronto and New York. MAGNIFICUM, RUBRUM and FORMOSUM from New York only.

FOR IMMEDIATE SHIPMENT

VALLEY PIPS, German and Dutch Type
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SUMMER-FALL SHIPMENT

PALM SEEDS, MANETTI STOCKS, FERNS in FLATS, FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, CHINESE SACRED LILIES, FREESIA and CALLA BULBS, DRACAENA CANES

Write for prices stating your requirements

*McHutchison & Co.*
95 Chambers St., New York

**HAIL STORMS**

In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection. Address

**JOHN G. ESLER, Sec.**
**Saddle River, New Jersey**

SUMMER COURSE IN HORTICULTURE

**School of Horticulture for Women,** Ambler, Penna., (18 miles from Philadelphia) offers an August Course in Floriculture, Vegetable Gardening, Fruit Growing and Canning and Preserving. Practical work out of doors forms a large part of the schedule Teachers wil be especially interested in this course. Circular upon application.

ELIZABETH LEIGHTON LEE, Director.



MALUS FLORIBUNDA

# THE FLOWERING CRABS (Maluses)

The Flowering Crabs have few rivals among the gorgeous spring-flowering trees and shrubs. At the Arnold Arboretum one of the important events of the year is the blooming of the Crabs, followed by the showy fruit.

Of easy culture, and planted singly or in masses give remarkable and quick results. While beautiful on the small lawn, Flowering Crabs are used to the greatest advantage on a large scale in woodland and other mass plantings, as are Dogwoods and Hawthorns. No group of plants have greater value than the Maluses for enlivening open forest parks and country roadside; they present striking effects when planted on parking strips of boulevards or wide city streets.

BOXFORD NURSERY, EAST BOXFORD, MASSACHUSETTS, offers eight of the finest varieties. Flowering Crabs are quite scarce and orders should be placed early.

Special Descriptive List and prices on request. Address

*HARLAN P. KELSEY, Owner, Hardy American Plants, Salem, Massachusetts*


# ADVERTISING AND SELLING

## GOOD SALESMANSHIP

### How to Handle Customers so that They Will Come Again

At a recent Canadian Convention Major John Counon of Hamilton, Ont., gave a very helpful talk on the selling of flowers. Among other things he said:

Probably no other salesman requires more tact than the florist. He may have a bashful young man who wishes to send a Valentine to his lady love, and is buying flowers for the first time. The next one to be waited on perhaps has just been bereaved. It requires a kindly tact to handle either of them, and to tell them what they need. To do this, one must love one's business, have a cheerful mind, taste in selecting and arranging flowers, and, above all, as I have already mentioned, tact.

Be careful of your attitude in approaching a customer. There may not be a frown on your face, but there may be one on your mind. It will show in some way, so it is necessary to diligently cultivate a mind that knows no trouble in service—that kindly thoughtfulness that tries to help the customer to get what he wants and in accord with his pocketbook.

When a customer comes into a store it is usually with the idea of buying something, though he may have a hazy idea of what he wants. One must lay one's self out to please and sell him, not necessarily what he may think he wants, but what he needs and is able to utilize. It takes thought on the part of the salesman to realize this and to act accordingly. His doing so will help to build up the business with which he is connected. Do not try to side-step serving a fussy or hard-to-please customer. That usually means that your thinking capacity is not being used as it should or, in other words, that you are indifferent to your own success. Waiting on such a person brings out the best in one, in patience and resourcefulness.

Another thing in which care must be observed, that is, do not over-solicit a customer. Doing so will usually drive him away in a dissatisfied mood, and he is then in the humor to try one of your opposition. His custom may thus be permanently lost to you.

Flowers seem to demand the best from those who sell them and one's dress and appearance has to be in keeping with what he is selling. The ladies should be neatly, but not obtrusively dressed,—that is, not faddy —and the men should be cleanly shaved, and have on clean collars and polished shoes.

Try to cultivate a pleasant tone of voice, that is avoid that loud way of talking which is so prevalent on this continent. This is more important than appears on the surface. One large department store in London, England, places so much value on this that each clerk must take lessons in voice culture. An agreeable voice certainly has an effect on a customer. He may not notice it definitely, but an agreeable impression is nevertheless formed. Watch your telephone voice. I had occasion to call a man the other day, and when he was called to the phone he answered with a sort of quick "Hullo" that was not altogether agreeable. So think of the telephone, as if


# AS SURE AS YOU ARE A FOOT HIGH

many items will be out of the market just when you want them. So why not get our Bulletin right now—a postal card with business address will bring it—and you must be interested in the following:

APPLES, a general list—good kinds too.
PEARS, big quantity Bartlett. Also other varieties, 3 yr. old. Fine for retail trade.
DWARF PEARS too, at right prices.
PEACHES, take no back seat in growing this item. Lots of Elberta, Carman and J. H. Hale.
ORNAMENTAL TREES, Norway, Silver and Ash Leaf Maples, from 6 ft. up to 15 ft. high.
EVERGREENS, about cleaned out, except Arbor Vitae—a good quantity from 12 in. up to 6 ft.
CHERRIES, not long on—mostly sour varieties.
AMPELOPSIS VEITCHII, strong 2 yr. grade. Also Seedlings at very low prices.
ORNAMENTAL SHRUBS, you should see our list before you buy.
ROSES, Climbing and H. P., a long list of scarce kinds.

Please let us hear from you if you want SERVICE and GOOD STOCK this Spring

*WE CAN SERVE YOU RIGHT*

## C. R. BURR & CO.

**Manchester -- -- Connecticut**

"We sell to the trade only. We do not sell to planters and gardeners at wholesale prices."

you were going to speak to one of your best friends.

I am a firm believer in having only one price, and in not charging about fifty per cent more to some stranger who looks well-to-do. In the end, one will be better off to have only one price, as one's customers will feel more satisfied to deal with you, when knowing that they are paying just the same price as everyone else.

Bookkeeping is abhorred by most people, unless it can be transferred to someone else's shoulders, that is by employing a bookkeeper either for whole or part time. Many a man would have made a greater success in business if he had kept books. He would have known his position, and would have charged prices that were fair to him. Prices that are not fair to the producer are not fair to the public, for, if he loses, then everyone else loses to some degree, for what affects one, affects all.

Anyone keeping a greenhouse, or store, should pay himself a regular salary. This should also be done to any of his own family working for him. He should allow a percentage of the cost of his plant for depreciation on such as greenhouses, fixtures, tools, etc., every year, make allowance for bad debts and so on, and when this is done it is then that he arrives at the knowledge of the success or failure of his business.

## NASSAU COUNTY SOCIETY

At the last meeting of the Nassau County, N. Y., Horticultural Society at Glen Cove, L. I., President William Noonan occupied the chair. President Noonan appointed Ben Arthurland, John Higton and Charles Biggers to judge the exhibits and their awards were as follows: pot or pan of tulips, 1st, Frank O. Johnson; 3 heads of cauliflowers, 1st, Jack Henderson. The committee reported the tulip schedule and from the variety and number of classes all will be able to compete. Mr. William Carter told of his recent trip across the pond and says he had a good time over there. Exhibits for April 13th will be 25 string beans, 12 spikes mixed antirrhinum and one pot of primula oconica.

The Society held its annual dinner at the Glen Head Hotel on March 15th. Mayor James Burns of Glen Cove City acted as toastmaster. About one hundred members and guests sat down to a dinner that was enjoyed by all. Mayor Burns presented Ex-President Thos. Twigg with a small token from fellow members and he made a very witty speech of thanks. Mr. John F. Johnston gave a short talk on our Society. Mr. Frank Bowne responded for the guests. Mr. James Young gave a song, getting an encore and a hearty vote of thanks. Mr. W. G. Collins of Carters, Boston, and Mr. Wallace of Carters, Glen Cove, spoke for the seed trade. Mr. Thos. Twigg and Charles Plumb each gave a song. Mr. Joseph Robinson gave a short talk. The dinner committee was given a hearty vote of thanks. Mr. Robert Purchell gave a song and President Noonan outlined his program for the year. Mayor Burns spoke for the City, getting a vote of thanks with cheers for acting as toastmaster, bringing to a close a very enjoyable evening.

ARTHUR COOK,
Cor. Sec'y.


**GLADIOLUS for Forcing**

Finest picked forcing kinds, now in our store, fresh from our own farms. All the leading named sorts, also our renowned mixtures. **America, Francis King, Pendleton, Halley, Panama, Sunbeam** (earliest yellow), **Vaughan's XXX Florists'**, and **"Standard" Mixtures.** Write for full list and prices.

| CALADIUMS | 1000 | TUBEROSES | 1000 |
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| 5-7 in. | $ 40.00 | True Dwarf Pearl | |
| 7-9 in. | 70.00 | 3-4 in. | $25.00 |
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# —HORTICULTURE—

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**Flower Shows** The National Rose Show in Boston proved quite as big a success as was anticipated. The rose growers, aided and abetted by the orchid growers, put up an exceedingly fine exhibition. Flower shows are coming to have a growing importance in this country. That is well. The country itself will be better off in every way if its citizens learn to spend their leisure hours in the company of flowers and in learning more about them and their cultivation.

But what is the effect of these flower shows on the trade? New York's experience would seem to supply the answer. The Easter business following the big show there was tremendous and it is pretty freely admitted that the influence of the show had much to do with stimulating the demand. Occasionally there is a dissenting opinion. We have heard the statement only recently that flower shows hurt the business of the retailer. The statement was backed up by the argument that flowers of great size and perfection were shown at the public exhibitions and gave visitors the impression that just such flowers should be sold by their florists. When, later, they went to make a purchase and were given smaller and less perfect blooms they were dissatisfied.

We do not believe that this argument is well supported by the general experience of florists. Without the different flowers for comparison, buyers are not likely to notice any great difference in quality. Moreover, any reasonable person will accept the explanation that the flowers staged at a show are grown under special conditions for exhibition purposes. And even if there should be a modicum of fact in the claim, it is more than offset, we are certain, by the increased demand which must come from any well staged flower show. The stimulating effect of such shows is seen for months. People are moved to obtain flowers for their homes who had not before realized their need of them. No, the shows are worth while, from the viewpoint of the trade. Let us have more of them.

**Roses** All down through the ages the rose has been the queen of the garden and queen it still remains. It may have rivals in the glorious peony and the stately lily, but it invariably triumphs in its appeal to the favor of flower lovers. No other flower gives such complete satisfaction as the rose and few adapt themselves better to all kinds of situations. In its almost infinite varieties of form, color and habit it holds a revelation of beauty for all who have beauty in their souls. It grows in almost every clime and its opening buds follow the sun around the earth's wide circle. It can be used to cover acres of garden space without monotony or excessive duplication and yet a single climbing rose over a gate post or at the front door of a modest cottage is a complete picture in itself.

Naturally the popular demand for roses and rose plants has been to the great advantage of the trade. Rose breeding is being attempted on a much larger scale than ever before and many striking novelties are likely to appear in the next few years. All this is good for the trade, for it helps to maintain popular interest and to increase the demand for rose plants.

It is very interesting to read what Mr. W. R. Pierson has to say in the Rose Annual for 1921 about the production of Manetti stock in this country. He declares that the high prices being charged for this stock in Europe is forcing its production here in abundant quantities. Indeed, Mr. Pierson sees good even in Quarantine 37, which, he says, has not hurt the cut rose business and will make the bedding rose industry greater. Looking ahead, he sees that American roses will take the place of those from over the water, and believes that the slogan of the future will be "American Roses for Americans."

**Hospital Day** There would seem to be possibilities in the proposal that a National Hospital Day be observed each year. The plan has already been launched and May 12 fixed as the date. The significance of this date lies in the fact that it marks the anniversary of the birth of Florenee Nightingale, whose name will be linked for all time with deeds of mercy. The opportunity for making such a day popular is found in the fact that thousands of sick and wounded ex-service men are still under treatment in the various institutions of this country and Canada. These boys can be greatly heartened by gifts of flowers, and, of course, the whole plan revolves about the use of flowers to make the hospitals more cheerful and their inmates happier. On Hospital Day all who can will be expected to visit some sick relative, friend or acquaintance, and, of course, the natural thing under the circumstances will be to carry a little gift of flowers. Perhaps it will be worth while for florists to design special offerings for this occasion or to feature it in their advertising.

**Cultivate the Papers** It pays to cultivate the newspapers. In almost every city, large or small, there are papers which will gladly publish articles relating to the growing of flowers or the observance of special days when flowers are used freely. It is simply a matter of presenting the material in reasonably concrete form. Easter saw considerable publicity obtained for florists in this manner. In Chicago the newspapers were especially liberal in their space devoted to describing the growing of Easter flowers, while similar articles appeared in the papers of other cities. Boston was entitled to something of this sort, as its florists advertised liberally, but apparently this means of getting many dollars' worth of general publicity for nothing was overlooked.



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## COOLIDGE CARNATION

### A New Creation of William Sim—Named For Vice-President's Wife.

William Sim, Cliftondale, Mass., has a new carnation which has been christened the "Coolidge" with considerable eclat. A long article about the new carnation appeared in the Boston Globe recently, and, according to Mr. Sim, the facts as the reporter gave them are in this instance entirely correct. Here, then, is the account of the origin of the "Coolidge."

"In October, four years ago, I took the pollen of a carnation called Rosette and used a white Matchless for the seed parent. That gave me one plant of this fairy I've named for our great Vice President.

"From the seed obtained by crossing Rosette with Matchless I got the original Coolidge carnation plant—only of course it was nameless until yesterday. And the original plant is only good for one year. I took cuttings from it, got about 25, and rooted them in sand. From the plants resulting I took more slips and kept that up until now you see I have about 2000 plants. This carnation is rather conservative. I don't get so very many slips from it. It takes about five years anyway to grow a new carnation so it will be ready for market. This won't be ready until next year. Naming it as I have, therefore, can hardly be a commercial scheme."

The flower is given its name in honor of the wife of the vice-president of the United States, as indicated by the following letter:

"Mrs. Grace Coolidge, Vice Presidential Apartments, Hotel Willard, Washington, D. C.

"I am sending to you by express some of the flowers of a new carnation originated by me in which I take the pleasure of naming Mrs. Grace Coolidge. This liberty is taken because I am a great admirer of your husband. With your permission I shall have the name registered with the American Carnation Society. Respectfully,

"William Sim."

The "Coolidge" carnation is described as a large flower, white in color, but with tiny red threads cutting the center of every petal. Mr. Sim has given many good carnations to the trade, and it will be interesting to follow the future of this, his newest product.

## EIGHT PLANT NOVELTIES

Eight striking plant novelties are being distributed for the first time this season by an English nursery and seed concern, Baker's, Codsall, Wolverhampton, England. These are: Aster Amellus Lavanda, a pale lavender of highly praised form and habit; Astilbe Arendsi "Beauty of Codsall," a white form of this popular variety; Delphinium "David," delicate rosy lavender flowers, superior in color; Delphinium "Jean," double silvery flowers, exceptionally large and showy; Delphinium "Butterfly," a combination of light and dark blue, pink, rose and white, semi-double; Geum Lady Strathenden, a golden-yellow form of the popular scarlet Mrs. Bradshaw; Phelox Maculata Alpha, a new and distinct break in Herbaceous Phlox with an elongated flower spike; Primula Denticulata Magnifica, a super-strain of Denticulata Grandiflora with large flowers and a much wider range of colors. A picture of the Geum Lady Stratheden is shown here.

## NEWS NOTES

The many friends of Mr. Henry S. De Forrest will be interested to know of his new connection with the William H. Lutton Co., greenhouse builders, of New York City. For several years Mr. De Forrest has been with Hitchings & Co., and with Pierson U-Bar Co., and is very well known in the trade.

Waters & Brown, of Salem, Mass., are preparing to add a seed department to their store on Church street.

E. A. Newman, the violet grower of Woburn, Mass., is nursing a broken wrist which he received while cranking his car.

William Cameron secured the position of superintendent to Charles M. Daniels, Sabattis, N. Y.

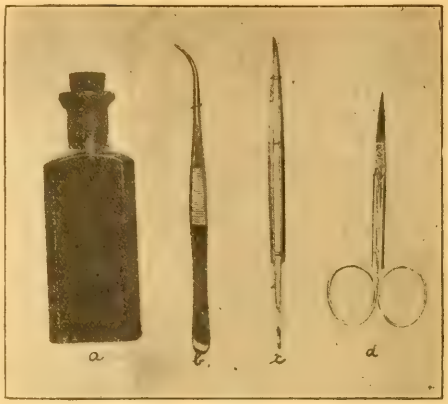
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# BREEDING CARNATIONS

By C. H. CONNORS
New Jersey Experiment Station

NUMBER 3




Tools Used In Breeding Carnations

### Handling the Seedlings

Such plants as remain after the field culling are set in the bench and, if records are to be kept, each one is given a number. Sometimes a serial number is given with two figures annexed to designate the year in which the cross is made, as: 16320, seedling number 163 from a cross made in 1920. By this method, no distinction is made, except in the record book, of those seedlings that belong to each cross. Another method is to give a number to each parent, and compose the number of the seedlings from the numbers of the parents, the year the cross was made and the serial number of the individual. For example, let Enchantress be 1; Matchless 2; Ward 3; Laddie 4. Then No. 13820 would be seedling No. 8 of Enchantress X Ward, made in 1920; 422521 would be seedling 25 of Laddie X Matchless, made in 1921. This system may be a little cumbersome. Another method is to have a letter for each series and give the seedling a serial number; as, 125 a; 32 b. The latter system is less cumbersome, especially if crosses are made between seedlings of different years; 125 a X 32 b is a little easier to write than 13820 X 422521. The advantage of the former method, however, is that you have there the parentage of the seedlings without the necessity of consulting the record.

Cull out all undesirables as soon as they bloom. Out of 200 seedlings there may be no one that is outstanding, although a few may be a little nearer to the ideal than the parents. These should be saved. They may be self-pollinated, crossed among themselves, or crossed with or on the parents. Self-pollination is perhaps a little more to be recommended than crossing. Close selection should be followed. By following this procedure, the ideal will in time be attained, but it will require patience and perseverance.

### What We May Expect

It is not possible to prophesy with certainty what may be expected in a lot of carnation seedlings except with respect to the form of the flower. We recognize three types: single, commercial and "bull-head." By "bull-head" is meant a flower formed from a globular bud that always splits, and may have from 100-400 petals. Where two varieties of the commercial type are crossed or if the commercial type is self-pollinated, one-fourth of the resulting seedlings will be singles, one-half the commercial type, and one-fourth doubles or "bull-heads." This follows the Mendelian law. Of course, the numbers may not be exactly 1:2:1, but will approximate that ratio. All of the singles in the following generation would yield all singles, all of the "bull-heads" would yield "bull-heads," but the commercials would again split up in the 1:2:1 ratio of singles: commercials: "bull-heads."

If a commercial is crossed with a single, about one-half will be singles and one-half commercials. If single and "bull-head" are crossed, all will be commercial.

We have not as yet, so far as records show, been able to secure strains of carnations that will come absolutely true to color from seed. One worker with this plant has been endeavoring for seven years to get pure color strains of this species and is just now seeing success. Given pure color strains, the inheritance of color can be studied.

Generally, a white that shows no pink or red under any condition is pure. But the other colors are very much mixed. Take Enchantress, for example. This variety is notable for its sports, having sported white, pink, rose-pink, white and red, red. If we sow seeds of Enchantress, we get all of these colors. Hence, who can prophesy what the seedlings will be. Few records are obtainable of the ancestry of our commercial varieties. Most of them are much mixed as to color, and are all more or less in class of chance seedlings. A definite example can be given. Princess Dagmar was crossed with Matchless. Among the seedlings were red, white, variegated, purple, pink light and deep, and various combinations.

However, if a red seedling is the ideal, the natural procedure will be to cross two reds. If a pink is desirable, the obvious method is to cross two pinks, although in so doing a red may result, since pink is only a dilution of red.

The same thing holds true with other characters, such as fringed petals, fragrance, calyx form, substance of flowers, and the ability of the petals to stand out above the calyx, a habit due to length of petal stock. Splitting

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of the calyx is not generally considered a heritable character, as it is most frequently due to cultural and weather conditions, but to a slight degree the form of the flower is responsible, so only in this respect is that character heritable.

### Conclusion

Too much emphasis cannot be made on the desirability of systematic methods in breeding. Keep records. I should like to see the time when every flower is registered with its parentage, much after the fashion of the animal stud books. Emphasis is also put upon the desirability of breeding systematically, not hit or miss, but get something near your ideal and use this as another step up the ladder to success. Cross, select, self-pollinate or cross again, select further and in the end you will be better satisfied with your work.

Then I want to make an appeal to the sentimental side of an artist, who is also a craftsman, the florist, and that is just this: do not be too hasty in disseminating something new. The writer knows of one case where a seedling carnation was raised. It was a new color, beautiful in form and fragrance, very productive both of flowers and cuttings, and did not have one split flower on the seedling plant nor on the 30 plants grown the next year in the same house as the original. It looked like a winner. The following year it was grown in another house with a different system of heating, and about half of the flowers were split.

How many "world-beaters" are put out that are seen for a year or two and then never more? To my mind, although it may seem radical, a man who disseminates a new variety without taking every precaution to test it under varying conditions to learn if it is "fool-proof" is looking more toward personal success than the upbuilding of floriculture. Let us put a little more sentiment in business.

Finally, do not take up breeding for fun. It is real work, intensely interesting and fascinating, but requiring extreme care and attention to details, and patience. If you take it up, stick to it until you see it through and you will gain more than the price received for something new: the high inward feeling of a work well done.

C. H. CONNORS.
New Jersey Agricultural Experiment Station.

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## TENTH ANNIVERSARY OF THE PENNNSYLVANIA SCHOOL OF HORTICULTURE FOR WOMEN

A luncheon held at the Ritz-Carleton Hotel, Philadelphia, on the 17th of March, brought together a goodly array of friends of this well-known training school for young women.

Dr. John M. MacFarlane, Botanical Department of U. of P., the first speaker, gave his opinion as to the increasing demands for the services of the trained worker on the land. His earnest presentation of the claim which Ambler is now making on all who believe in horticultural work for women was received with enthusiasm and applause.

Mrs. George U. Crocker, Vice-President Woman's National Farm & Garden Association, spoke of the inspiration afforded by this earnest group of horticulturists, and outlined the tieup of the Farm and Garden Association, and its several branches. The practical work of the New England Branch, its enormously enlarged Christmas Market and the new opportunity, afforded by a Saturday Morning Week-End Food Sale, were also touched upon. The eminently useful reaching out of the city members of the women on the farms, the give and take of exchange of interest as well as of the material end of this problem were set forth.

Mr. H. B. Fullerton, Director Long Island Experiment Station, spoke with his old-time enthusiasm on the work which women had done and must surely do, to make life better and richer for all, and touched in happy fashion on the work done "overseas" as well as in this country, for the continued betterment of human conditions.

Miss Emily Exley, a graduate of Ambler, and now a well-known landscape architect of Philadelphia and elsewhere, set forth her appreciation of what Ambler had done for her, and was enthusiastically applauded for her modest eloquence.

Miss Elizabeth L. Lee, in a few happy turns of phrasing, gave due credit to some of the graduates of the school who had gone out to big pieces of constructive work, and also spoke as to the practical value of some of the market produce offered for sale by the school greenhouse. The graceful spring grouping of flowers on the luncheon tables spoke almost for themselves, and the delicious hothouse tomatoes, which also assisted in the decorations, showed no small amount of intensive cultivation.

At the close of the speaking, there was a general outlining of the gen-





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eral policy of the school. Supported solely by the gifts of its friends and offering as it does the many advantages of such skilled training in horticulture, this school at Ambler, Pa., has, in its short ten years of purposeful existence, given 36 diplomas to graduates who have completed the course; and afforded ample opportunity for such special or short course work as has been required by 357 students.

An attractive old farm house has been converted into an administrative building and dining room, and a suitable dormitory accommodating the resident faculty and the twenty students has been added, while non-resident students can easily find living quarters, near at hand.

The officers of the school are: Miss Jane Haines, Pres., Cheltenham, Pa.; Miss Emma Blakiston, 1st Vice-Pres., Fort Washington, Pa.; Mrs. Edward W. Biddle, 2nd Vice-Pres., Carlisle, Pa.; Mrs. John Gribbel, 3rd Vice-Pres., Wyncote, Pa.; Miss Hilda Justice, Sec., West Clapier, Germantown, Pa.; Mrs. W. G. Morse, Treas., 8025 Seminole Ave., Chestnut Hill, Pa.

Among its Advisory Board may be found the following well-known names: Mrs. Charles W. Henry, St. Martin's, Pa.; Miss Martha G. Thomas, Whitford, Pa.; Miss Alice G. Howland, Bryn Mawr, Pa., and Mrs. Samuel T. Bodine, Villanova, Pa.

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## FIFTH NATIONAL FLOWER SHOW

### Grand Capital Prizes for the Great Exhibit at Cleveland

At a meeting of the National Flower Show committee in New York considerable discussion took place in regard to the arrangements for the trade exhibits. In accordance with the plan discussed at the Washington meeting relating to the adoption of a uniform decorative scheme to cover all trade displays, the Secretary presented a sketch embodying a layout, which the committee took under consideration. The lack of such a decorative scheme at the New York International Flower Show was commented upon by different members of the Committee, and it was unanimously agreed that it was the one weak feature of the Show, opportunity for a perfect decorative scheme being lost because each exhibitor had been free to work out his personal ideas, resulting in a jumble of decorative effects far from pleasing. It was decided that estimates from Cleveland dealers be obtained as to the cost of carrying out the idea expressed in the sketch, including uniform railing and other details.

The rental for trade space was, on motion of Mr. Knoble, fixed at $1.75 per square foot, this price to include the erection of a booth after a style decided upon, suitably decorated, and the official sign, which would also be made part of the decorative scheme.

There was a lengthy discussion as to providing an exhibition feature which should be the principal feature of the show. It seemed to be the consensus of opinion that this feature take the form of a garden, and, finally, on motion of Mr. Roland, it was decided that provision be made for four garden groups, for which $4000 be appropriated, with a special sweepstake prize of $1000 for the most meritorious and adaptable exhibit in the class, which is to be open to all, and known as the Grand Capital Prize Class.

The schedule description of the class was arranged as follows: The best development of a garden covering 1,000 square feet. An exhibit may include lawns, flower beds, rose gardens, shrubbery, borders, rose beds, bulb beds, or any exhibit that the artistic ability of an exhibitor may suggest, as the widest latitude will be allowed in the competition. The first four entries are to have preference in allotment of space. This capital prize is believed to cover the largest amount of money ever offered in one class at any exhibition in this country.

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It was also decided that all entrants in the capital prize class must pay a guarantee fee of $200 to the Secretary, previous to January 1, 1922, as an evidence of good faith in the fulfilment and completion of an entry; and that such fee should be forfeited if an entrant does not complete his entry and make the exhibit. The fees so paid are to be returnable upon completion of the entries.

The committee was of the opinion that the prizes offered in the schedule for a display of bulbs, etc., arranged as a bulb garden covering 500 square feet, were too low, therefore it was decided that the prizes be changed to read: First prize, $500, with second prize $300; and that the offer of a gold medal in this class be withdrawn.

The Secretary reported that up to the time of the meeting the sum of $16,297 had been subscribed to the Guarantee Fund.

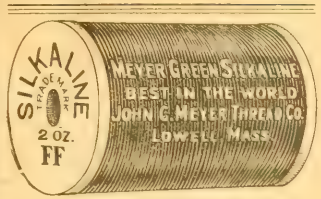
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# HORTICULTURE

Volume XXXIII APRIL 25, 1921 Number 8



W. H. Wyman, Prop.
1894-1921

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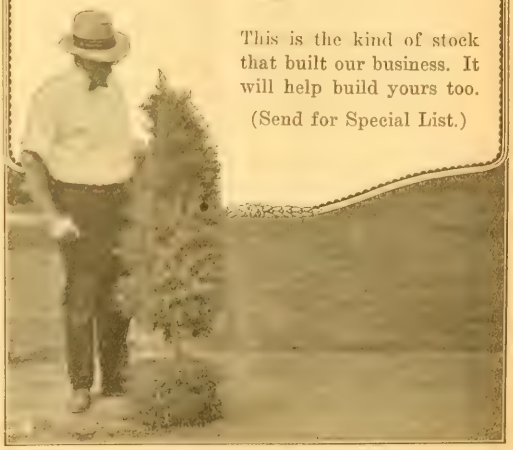
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## UNIQUE ORCHID SHOW

### Special Exhibition Of Native Wild New England Orchids in Boston

As this issue goes to press a unique and unusual exhibit of native orchids is being staged at Horticultural Hall, Boston, by Mr. Albert C. Burrage, the President of the Mass. Horticultural Society and also the President of the new American Orchid Society.

The exhibit consists of over 500 orchid plants in flower, representing nearly all the 14 genera and a majority of the 48 species which grow in New England. All of the larger and showier species are shown.

The exhibit is remarkable for the fact that the plants are shown as they grow naturally in swamps, meadows, damp woodland and hillsides. In other words the Hall is filled with moss, grasses, osmunda, shrubs and pine, cedar, hemlock and spruce trees; and in this miniature forest are scattered the clumps of orchid plants in flower. Much thought and energy have been devoted to this installation and grouping and the result is most picturesque.

It is believed that no such collection of our terrestrial native orchids has ever been made or shown in any such striking and spectacular way. Certainly no exhibit has ever been made of so many different kinds in flower at one time.

The plants are clearly labelled and carefully described in a helpful little pamphlet.

In a small room next to the Hall are shown, in lighted tables, a complete herbarium set of dried specimens—the collection of Mr. W. P. Rich, the secretary of the Mass. Horticultural Society; and also a complete set of photographs of these orchid plants in flower taken by Mr. E. H. Lincoln of Pittsfield, Mass.

The whole exhibit is highly educational and instructive as well as beautiful and interesting.

Many of the plants are rare and almost never seen except in the few spots where they grow. Others are of magnificent size, form and color. The horticulturists and botanists of Massachusetts are fortunate in having this opportunity of seeing at one time in one spot such a great collection of these beautiful flowers which out of doors bloom only at different seasons. This was made possible only by the intensive cultivation and forcing given them at Orchidvale.

We believe this will prove to be one of the most interesting horticultural exhibits ever seen in Boston.


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Summit, N. J.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIII APRIL 25, 1921 No. 8

## THE TALK OF THE TRADE

Of all the roses shown at the Boston exhibition, none seemed to make a stronger appeal to the general public than the Ophelias. And certainly it is seldom that better Ophelias are seen than those which were exhibited by Thomas Roland in his prize winning collection. The Ophelias in the Pierson exhibit were also remarkably good. The size of these flowers and the length of stem was a revelation to many people and it is to be hoped that the public will not demand such specimens from the florists, for they certainly will not get them. One of the lecturers declared that it cost at least a dollar apiece to produce flowers of that character, and probably he was right.

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While the retail florists did not have a very prominent part in the show, some of them did a lot of extra work unseen by the visitors. Mr. B. F. Letson, of Carbone's, toiled from half past ten one night until three o'clock the next morning, arranging the groups of roses in Mr. Roland's exhibit on Friday. Sidney Hoffman worked very hard. Not only did he arrange the roses shown in the Pierson group, —no small task,—but he also staged the remarkably fine exhibit of carnations put up by William Sim. I think that this exhibit of Mr. Sim elicited more expressions of admiration from men in the trade than any other feature of the show, and I believe that the success of the exhibit



Ophelia Rose

was due much to Mr. Hoffman's excellent arrangement. Evidently the public found much of interest in the carnation room, for the aisles were often crowded, and many were the exclamations of surprise and delight when the vase of Laddie, exhibited by Samuel Goddard, was reached. It certainly would be difficult to surpass these carnations as Mr. Goddard grows them.

C. S. Strout's vase of White Delight also met with much appreciation. It is seldom that carnations of any kind are seen with such length of stem, and the keeping quality of these flowers was often remarked upon. I do not think that Donald made much of an impression, but Rosalie seemed to hit the popular fancy, and of course no little interest was shown in Mr. Sim's new "Coolidge" carnation. This is a very pretty flower, but it would seem to lack something in length of stem.

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Of course the visitors in general do not know much about the newer roses, but naturally picked out American Legion as a novelty. I am afraid, though, this rose was something of a disappointment, for within a short time the blossoms had taken on a purplish hue which was not very attractive. I heard more favorable comments on the old-time Hadley than on any other red rose shown.

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It is difficult to realize that there were sixty distinct varieties of roses in the Roland garden, but that number was found to be correct by actual count. In this garden were a number of new kinds, including S. K. Ringe, the yellow rose being put out by Dreer, and said to equal if not surpass the Duchess of Wellington. By the way, I understand that a large proportion of the roses used in this garden were Dreer stock, and certainly they reflected much credit on the establishment.

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The azaleas formed a strong feature of the show, much stronger than had been anticipated, I think, as they were not given much prominence in the advertising announcements. It would seem as though there might be a bright future for some of those in the collection from Professor Sargent's estate. Some of these azaleas, Prof. Sargent tells me, are easy to grow from seed, and should make very satisfactory Easter plants. If I am not mistaken, measures are to be taken which will result in the eventual dissemination of these azaleas in the trade. Florists will do well to keep their eyes on them.

The Louisa Hunnewell azaleas, grown to perfection by Supt. Hatfield, of the Hunnewell Estate at Wellesley, were wonderfully fine. I think no plants shown aroused greater enthusiasm. A collection of these plants has been set out on Bussey Hill in the Arnold Arboretum, I understand, and the public will be able to enjoy them there in future years. If this plant ever gets into commerce, it will be greatly sought after.

The exhibit of Kurume azaleas from the Ames Estate at North Easton was one of the gems of the show. The setting was extremely beautiful, and much credit is due to Mr. Cruikshank, of the R. & J. Farquhar Co., for the success of this display.

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Henry Penn has a faculty for doing the right thing on such occasions, and he added to his reputation for generosity and public spirit by taking liberal space under his own name in the newspapers for calling attention to the Rose Show at Horticultural Hall. It was a graceful thing to do, and undoubtedly brought him business as well as helping the show. Mr. Penn is one of the few retail florists who had an exhibit and received a silver medal.

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Now that Easter is over with, there is a lot to think of in connection with lilies in particular, but also the general line of Holland bulbs. As to lilies, the call without doubt was ahead of the supply. A much larger amount of stock could have been sold without any need of cutting the price. In a general way of speaking, the better trade bought its lilies at 50 cents per bulb. Some stock was sold for less, but it was not at all necessary to go under that price. Two weeks before Easter there was quite a bit of grumbling about the growers' price on lilies. The store trade objected to more than 20 cents, and tried to get as much below that figure as was possible. But I know personally of quite by the grower was the bottom price, a number of instances where 25 cents and I doubt if it would have been necessary for any grower to sell good stock at a lower price. And when it comes right down to the hard facts of the matter, if lilies are to be grown at a profit, with existing conditions remaining the same, 25 cents is as low as it is possible to go.

Just as I thought before Easter, we found that the average count was below other years. It took many more pots to count out a total of a thousand buds than it has in previous years, and the one safe way for a grower to take orders, if these conditions continue, is to sell by the pot instead of promising a certain number of blooms, and in that way being left in the dark as to how his count will come out. The same conditions are apt to continue for another year. Large bulbs will be very scarce and that will mean the added quantity of 7-9's which will be grown, with the consequent lower average on the count.

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From all I can see now, there is not to be any particular increase in the planting of lilies for the coming season, but I do believe that a grower who can finish his stock in good shape, handling it properly from the beginning and thereby eliminating any unusual losses, will make a reasonable profit.

Lily bulbs have turned out a good average, so far as diseased stock can be considered. The number of pots to be dumped has been not one bit greater than ordinary years, and I am not so sure but what it has run a trifle ahead of the average. And so I think that with labor and coal holding about even, 25 cents at wholesale is not too much to pay.

With Dutch bulbs there is more dissatisfaction. The price is not even on any of the Dutch lines, so that a grower cannot tell just where he stands. The great fluctuation in price which the grower had to stand for this year left them at a point where he didn't know how to figure. It is also true that there has been more than a normal amount of stock that did not produce good flowers or finish good enough for market, and I find that a lot of growers are going mighty careful for the next season. I think they are justified in cutting down their quantity, and unless conditions improve, both as to the health of the stock as well as the buying price, it will be well for the growers to go very careful in their orders. The greenhouse man who grows only for retail trade can usually gauge himself with safety, but that man who is growing for the wholesale market can well afford to be careful.

SUMMER COURSE IN HORTICULTURE

School of Horticulture for Women, Ambler, Penna., (18 miles from Philadelphia) offers an August Course in Floriculture, Vegetable Gardening, Fruit Growing and Canning and Preserving. Practical work out of doors forms a large part of the schedule. Teachers wil be especially interested in this course. Circular upon application.

ELIZABETH LEIGHTON LEE, Director.

## AMERICAN ORCHID SOCIETY

The American Orchid Society, long a dream of orchid growers in this country, is now an accomplished fact. It was organized at the Flower Show in Boston, and new members are being added from many parts of the country. The newly elected officers are as follows: President, Albert C. Burrage, Boston, Mass.; vice-presidents, E. B Dane, Chestnut Hill, Mass.; Clement Moore, Hackensack, N. J., and T. H Wickwire, Jr., Buffalo, N. Y.; secretary, A. J. Loveless, Lenox, Mass.; treasurer, Louis Burke, Philadelphia, Pa.; trustees: L. D. Towle, Newton, Mass.; E. S. Webster, Chestnut Hill Mass.; G. S Baldwin, Mamaroneck, N. Y.; Edward Roehrs, Rutherford, N. J.; Thomas Roland, Nahant, Mass.; Oliver Lines, Lenox, Mass.; John E. Lager, Summit, N. J.; Oakes Ames Boston; Richard Wright, New York, J. J. Lane, New York; John S. Hay, Philadelphia, Pa., and A. J. Fish, New Bedford, Mass.

After the election, Pres. Burrage gave a dinner to the members of the new society at the Algonquin Club, and afterward entertained them at his home.

The life members of the association, each of whom has paid a hundred dollars into the treasury, consists of A. C. Burrage, C. D. Burrage, Thomas Roland, George W. Butterworth, J. C. Butterworth, and George E. Baldwin.

Among the other members are the following, although this is not a complete list:

Judge C. W. Hoitt, W. A. Manda, John E. Lager, Harry Hurrell, Duncan Finlayson, Loren O. Towle, W. N. Craig, Miss Eileen W. Law, Julius Roehrs, Edward Roehrs, Oliver Line, Frank S. Sealey, Donald McKenzie, H. Walter Child, Frank P. Lincoln, Miss M. R. Case, George I. Amann, Paul de Navc, Douglas Eccleston, Frederick W. Pocock, Alfred J. Loveless, Arthur E. Miles, John L. Smith, Gustave Thommen.

## NEW YORK BOTANICAL GARDENS

Tulip lovers and others will be given a great opportunity, in the latter part of May, to visit and inspect the largest collection of Darwin and breeder tulips ever brought together in one place in this country. Through co-operation with the General Bulb Growers Society at Haarlem, Holland, a collection of over 17,500 tulips, the gift of that organization, was planted last fall in the Horticultural Gardens, located just opposite Fordham Hospital on the Southern Boulevard. This collection embraces 121 kinds of Darwin tulips and 65 of breeder. Another collection at the same place, the gift of John Scheepers, Inc., contains over 5,400 bulbs, representing 56 kinds of Darwin tulips, 32 of breeder and 25 of cottage. In the two collections there are about 23,000 bulbs and 241 kinds; allowing for duplication of kinds, there are: 140 varieties of Darwin; 73 of breeder; 24 of cottage; of species, 2; miscellaneous, 2.

Another collection, more comprehensive in the types represented, is located in the beds in the court of conservatory range 1. Here there are over 9,800 bulbs in the seven beds, and 167 kinds, as follows: Darwin, 68; breeder, 37; cottage, 38; late double, 2; early single, 8; early double, 8; Rembrandt, 3; bizarre, 3.

The combined display at the Horticultural Gardens and in the court of conservatory range 1 represents a total of over 32,800 bulbs, and, allowing for duplication, 325 kinds.

# CATTLEYA TRIANAE ALBERT C. BURRAGE



Mr. Albert C. Burrage, president of the newly formed American Orchid Society, has been honored in a fitting manner by the Julius Roehrs Co., of Rutherford, N. J., which has given his name to a variety of Cattleya trianae. The "Albert C. Burrage" orchid is considered the finest and largest form of any Cattleya trianae that has ever been flowered. The accompanying illustration gives some idea of the flower, although no picture can do it justice.

NARCISSUS

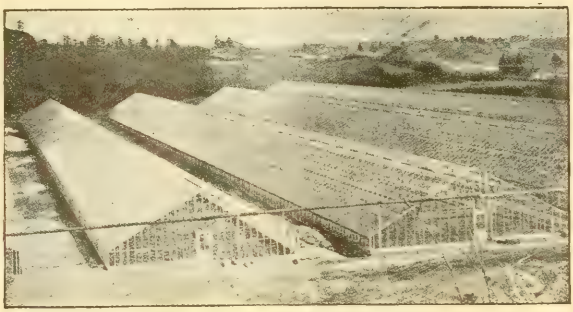
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NEPONSET-BOSTON, MASS.

## OUR NATIVE FLOWERS

"Breathes there the man, with soul so dead,
Who never to himself hath said,
This is my own, my native land!
Whose heart hath ne'er within him burned,
As home his footsteps he hath turned,
From wandering on a foreign strand."

Sir Walter Scott sounded many a pibroch in his day, but none which so gripped the human heart as these few lines. For grateful as we are to the men who have faced danger and hardship in travelling through Korea, Siberia, China, Japan, Labrador and Iceland to bring new plants and flowers to our garden, we yet love best the flowers which we picked in our woods and fields and by our roadsides when we were children.

We do not want to keep the children from picking flowers in our woods if they will first learn to love and care for them. But most of us now feel especially when we see bunches of beautiful pink moccasin flowers or cypripedium acaule which have been broken from their stems to satisfy a moment's greed and then faded, thrown by the roadside, that we must protest against the wanton destruction of bird and flower life in our woods.

We do not need more legislation but we want to educate the children and the automobilists to love the flowers, to feel that they too have a right to live, to grow and so make the world more beautiful.

Many efforts are being made in this direction. We want especially to call attention to a meeting to be held by The Wild Flower Preservation Committee of the Chestnut Hill Garden Club and the North Shore Garden Club on Friday, April twenty-ninth, at half past three, in Horticultural Hall, Boston.

Mr. W. D. Richardson of Chicago will speak at this meeting on "Birds and Flowers Through the Seasons." His lecture will be illustrated with hand-colored slides made by Miss Grace Nichols, also of Chicago. No tickets will be needed, and we hope that many will be interested to attend this free lecture so as to show their interest in the preservation of our native flowers.

This lecture at Horticultural Hall on Friday, April twenty-ninth, at half past three in the afternoon, will be followed by an exhibition of our native flowers at Horticultural Hall on May twenty-eighth and twenty-ninth at which Mr. Kenneth W. Gillett of the well known wild flower gardens at Southwick, Massachusetts, will speak on the cultivation of our native flowers.

At this exhibition prizes are offered by the Massachusetts Horticultural Society for Miniature Rock Gardens covering a space of three feet by two and a half feet, filled with wild plants and flowers, named. For these gardens three prizes are offered of twenty, fifteen and ten dollars. There is also a class for wild flower collections, named, one bottle of each kind, three prizes, four and two dollars and one dollar.

Besides the rock gardens and wild flowers, lilacs, narcissi, poppies, iris and hardy flowering shrubs are called for at this exhibition, and the William B. H. Dowse trophy for the best displays of vegetables made through the season will be offered.

Once in travelling I had given an order for a considerable amount of plants to be sent me. In offering to pay for them I was told that the bill would be sent to me. "But," I protested, "I am a stranger to you." "Yes," the nurseryman replied, "but I have had many years' experience and find that I can trust my customers for they would not come to me if they did not love flowers."

This winter it was my privilege to speak at a large dinner at which were gathered many of the men and women with whom for the last few years I had had the pleasure of working that the world might be made happier and more beautiful with fruit and flowers. In thinking of what I should say at that dinner I thought of the cordial esprit de corps that I had found among my fellow workers so I made that the dominant note of my short, informal talk.

"O toiler of the lily
Thy touch is in the man!
No leaf that dawns to petal
But hints the angel-plan;
The flower horizons open,
The blossom vaster shows;
We hear thy wide world's echo
'See how the lily grows!'"

M. R. CASE.

Hillcrest Gardens, Weston
April 10, 1921.

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**SPECIAL TO HORTICULTURE READERS**

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**A. T. COOK, SEEDSMAN**
**Hyde Park, N. Y.**

# Four Great American Hybrid-Tea Bedding Roses

ALL ARE OFFERED IN STRONG TWO-YEAR-OLD PLANTS.

### Mrs. S. K. Rindge

(Howard & Smith, 1920).

This is, undoubtedly, the finest yellow Rose we have. While it in some stages of development, as well as in growth, resembles Golden Emblem, it is a stronger grower, and its rich chrome-yellow flowers as they mature, become suffused with salmon-pink.

Strong two-year-old California-grown plants, $1.50 each.

### Miss Lolita Armour

(Howard & Smith, 1920).

The unique coloring of this novelty is a combination of colors difficult to describe, and it is absolutely distinct from all other varieties. The flowers are of large size, full double, with petals of great substance. As the flowers expand they develop to a deep, coral-red with a golden, coppery-red suffusion. The base of the petals is of a rich golden-yellow with coppery-red sheen; delightfully fragrant. The plant is a strong, vigorous grower and very free-flowering. A Rose for which we predict great popularity.

Strong, two-year-old, California-grown plants, $1.50 each.

### Rose Marie

(Dorner, 1918).

A most pleasing shade of clear rose-pink, with ideal long shapely buds which open to very large flowers of good form. The plant is a strong, vigorous, healthy grower, and remarkably prolific. We consider it the best bedding Rose of its color yet introduced. $1.50 each.

### William F. Dreer

(Howard & Smith, 1920).

A beautiful Rose of the same parentage as Los Angeles and which, for delicacy of coloring, is incomparable with any other variety, it reminding one of the delicate tints of some varieties of water lilies. The flowers, which are similar in shape to Los Angeles, and like that variety, beautiful in all stages of development, are at their best in the half-expanded flower. These, in expanding, are of a delicate silvery-shell-pink. The base of the petals are of a rich golden-yellow which, at certain stages of development, gives a golden effusion to the entire flower, this golden suffusion being particularly brilliant early and late in the season.

Strong, two-year-old, California-grown plants, $1.50 each.



NEW AMERICAN HYBRID-TEA ROSE WILLIAM F. DREER

### Gorgeous New Climbing Rose, Paul's Scarlet Climber

This is without question the most important addition to our list of Climbing Roses in many years, no other Rose in any class can compare with it for brilliancy of color, which is a vivid scarlet that is maintained without burning or bleaching until the petals fall. The flowers are of medium size, semi-double, very freely produced in clusters of from three to six flowers each on much branched canes, the plants being literally covered with flowers from top to bottom. It is of strong climbing habit and perfectly hardy. This Rose has been most highly commended by the English horticultural press. It was awarded a Gold Medal by the National Rose Society and an Award of Merit by the Royal Horticultural Society of England, and was also awarded during the summer of 1918 the much-coveted Gold Medal at the Bagatelle Gardens, Paris. Strong two-year-old plants, $1.50 each.

## HENRY A. DREER, 714-16 Chestnut St., Philadelphia, Pa.

The above prices are intended for the trade only.


### WILLIS E. HAMILTON

Willis E. Hamilton, pioneer florist of Waldo County, died recently at his home in Belfast, Maine. Never in robust health, his last sickness dated from a severe cold last October. He was born in Swansville, Maine, March 22, 1857, and had lived in Belfast forty years, conducting the only florist's business in that city for thirty-eight years, ably assisted by his wife.

Mr. Hamilton was the originator of the Belfast Chrysanthemum, probably the latest flower in variety extant. Loved by all, Willis E. Hamilton was a kindly, courteous, Christian gentleman whose honorable business methods and sterling integrity will long be remembered by all who knew him.

January 30, 1882, he married Mary Ella Hoag of Belfast, who survives him, as do a daughter, Mrs. Clara Seekins, and a son, Everett L., who will carry on the business under the old firm name.

### NEWS NOTES

John A. O'Brien, who for many years conducted a florist shop at Menands, N. Y., died recently.

The William Pennington Greenhouse at Valparaiso, Ind., has been sold to J. M. Sheldon. The building where Mr. Sheldon's flower shop has been located is to be removed.

James Whiting, for the past two years foreman in the department of floriculture at the Massachusetts Agricultural College, has resigned to become manager of the Garrison Hill Greenhouses in Dover, N. H.


## Ready Now

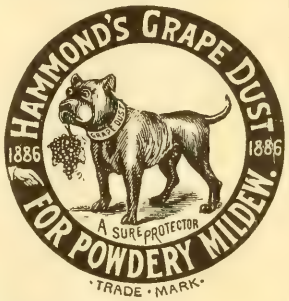
### The Nursery Manual

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for Powdery Mildew on Roses, etc.

**HAMMOND'S COPPER SOLUTION**
Gold Medal Fungicide, safe and reliable.

**HAMMOND'S SLUG SHOT**
Destroys Sow Bugs, Worms in Soil and Leaf Eating Insects.

**Our Products Sold by Seed Dealers**

## Hammond's Paint and Slug Shot Works
**BEACON, N. Y.**


## FLOWER ARRANGEMENTS

### Combinations and Holders Which Give Good Results

Apparently an increasing amount of interest is being shown in the arrangement of cut flowers for decorative purposes. This is a matter of which the florist is bound to take notice. The public is not altogether satisfied with some of the stiff and artificial arrangements which come from the hands of old-fashioned or careless florists who also call themselves decorators. Moreover, customers are asking advice about the best methods of using the flowers which they buy and unless they get information which satisfies them and which works out satisfactorily they will begin to suspect that their florist is not as progressive or reliable as they supposed. It will be for the best interests of florists to look into this situation and perhaps to impart some instruction about the successful grouping of flowers to their clerks. If the florist himself does not feel competent to do this, let him enlist the services of a recognized expert. Some of the clubs are engaging men like Max Schling of New York of B. F. Latson of Boston to talk before their members on this subject. It is an excellent idea.

At a recent meeting in Utica, N. Y., Marklove Lowery discussed "Decorative Harmony" and some of the things which he said are well worth passing along to the readers of Horticulture.

"If you are arranging stems, up to the number of twelve, use the odd numbers, one, three, five, seven, nine and eleven. The number twelve does very well in arrangement, and so do all odd and even numbers greater than twelve, as the eye is not able to distinguish odd and even numbers beyond a certain point.

"Don't feel you must always put taller flowers in the center of every sort of dish, and shorter ones about them as a border. Let some fall over the side, with a few lying on the table. Suit your arrangement to the container. For instance, suppose the vessel to be filled is a narrow, slender little pitcher of cream-colored glaze, with rather a haughty spout pointing upwards. Try to follow out the 'will' of the pitcher by choosing the line of direction its spout so clearly points out. No arrangements are piquant and interesting that do not study first the points of the container.

"Roses may, and often do, enhance the value of some flowers, but few flowers there are that add in value to the rose. Gypsophila, Stevia, a bit of flowering Smilax, a little trailing Clematis paniculata, Bouvardia and Jasmine—White Lilac—not many more than these increase the Rose's beauty.

"As a rule, then, place Roses alone, and one color by itself, please, if they be hothouse Roses. Nobody surely but likes a garden bunch of every hue in June. Roses need their foliage and buds! It always seems to be a great pity that so much disbudding goes on these days and that so much natural grace is lost for size of bloom. What is lovelier than a Rose surrounded by its foliage and undeveloped leaves and buds, ranging from deepest green to tender crimson, and gold? And thorns—don't you like them? Stems of Roses lacking them seem very ugly, indeed, to me, and yet there is plenty of striving after thornless Roses.

"Because Carnations are so much disbudded, and because their 'grass' is lower than the flower stem, some foreign green is necessary to their well-being when displayed in vases. Asparagus is usually employed—Stevia is very good; so, too, Dusty Miller with white Carnations.

"For house decoration, Sweet Peas are far handsomer in rainbow colors than in one distinct color, unless they are for a room that requires certain tones.

"They lend themselves admirably to basket arrangements and look particularly inviting when the baskets or hampers are of pastel tints, light pink, blue, lavender and cream. Their foliage with tendrils and buds is enough. This failing, use with them Heliotrope, Mignonette, Sweet Scented Geranium, Maiden Hair Fern, Asparagus plumosus, any of them, and don't forget a few of the new colored Freesias.

"Lavender Primroses, with their leaves and purple Heather are beautiful as cut flowers, and even more attractive growing in dark brown osier baskets or hampers.


**POTATOES AND RARE SEEDS**
**All For Two Dimes--To Introduce.**

SELECTED Seed for 10 Big Hills, earliest, hardiest, best and biggest yielding Potatoes on earth—(650 Bus. per acre.) 10 Hills Prolific Tree Beans; 10 Hills best Pop Corn (5 kinds.) 10 Varieties Butter and Head Lettuce; 10 Fragrant Tree Ferns, a grand Novelty, and Big 25c. Flower Collection.



All Boxed and postpaid for Two Dimes or 25c. in stamps. Seeds and 30 Hills Potatoes, 50c. Seeds and 70 Hills $1. Seeds and 150 Hills $2. Seeds and 250 Hills, enough to grow 25 Bus. for $3.00, postpaid.
☞ I give 50 Watches Free to customers.

**A. G. COOK**, Seedsman, **Hyde Park, N. Y.**



ROSES
POT GROWN, FOR MAY AND JUNE PLANTING

*Send for our Illustrated Catalog of Trees, Shrubs, Roses, etc.*

BRECK-ROBINSON NURSERY CO.
DEP'T OF JOS. BRECK & SONS, CORP'N
Munroe Station — Lexington, Mass.

"Daffodils are again with us and combine well with white Freesias and Pussy Willows or you can use Forsythia and Genista with them."

## AMERICAN IRIS SOCIETY

At a meeting of the Board of Directors of the American Iris Society, held in New York City on March 17, 1921, those present included President Wister, Treasurer Presby, Messrs. Farr, Gleason, Hendrickson and Norton. Mr. Robert Sturtevant, secretary, was prevented from atttending on account of illness. In his absence, Dr. H. A. Gleason acted as secretary pro tem.

It was announced that the annual meeting would be held in connection with the Iris Exhibition at Columbus, Ohio, about May 27th, and that small exhibitions would be held in Richmond, Va., Takoma Park, D. C., Boston, Mass., Belvidere, Ill., Des Moines, Iowa, and probably at Minneapolis, Louisville and Nashville.

The treasurer reported $900 worth of Liberty Bonds in the treasury and a cash balance of nearly $800. On motion it was decided that after December 31, 1921, the bulletins of previous years should not be given free to new members, but should be sold to members at 50c each.

It was decided to establish a collection of lantern slides, an appropriation of not less than $50 or more than $100 being voted for this purpose. These slides are to be loaned to garden clubs and similar institutions without charge, except for transportation and breakage, and will be rented to professional lecturers, such arrangements being made with the understanding that a slide bearing the legend "Shown through the courtesy of the American Iris Society" be shown upon the screen.

It was also decided to establish a library of books, magazine articles and photographs.

Dr. Gleason reported on the progress of the trial and demonstration garden of iris at the New York Botanical Gardens, indicating that the Botanical Gardens has expended about $5500 on its construction and that over five hundred named varieties were now included, most of them secured through the co-operation of the Iris Society. The directors expressed the wish that the annual meeting in 1922 might be held at Bronx Park at the time the test garden is in bloom.

It was decided to continue the policy of offering stock prizes at iris exhibitions and it was the consensus of opinion that it might be more desirable to offer such prizes in a monetary value, to be selected by the donor or winner, rather than any stated varieties, as was done last year.

H. A. GLEASON
Acting Secretary

The Lily White Greenhouses have opened two branch stores at Easton, Pa.

## NEWS NOTES

The "Flower Shop" at Binghamton has been featuring a window display copied after the prize winning garden on exhibition at the National Flower Show in New York, with a background of green shrubbery and three marble Grecian pillars. The pond was filled with goldfish and small live ducks. The garden occupied the entire front of the show window, and attracted much attention.

James A. Leith, of Haverhill, Mass., was recently married to Miss Edith Kaulback, of the same city. Mr. Leith conducts a greenhouse with his father in Rosemont, and is well known in the florist trade.

The Quality Seed and Fertilizer Co., Inc., of Stamford, Conn., has been incorporated, with $100,000 capital.

John McKenzie, the well known florist of North Cambridge, Mass., has been getting into the papers as a result of his transactions in real estate. Mr. McKenzie is one of the city's most progressive citizens, and has purchased an estate on Massachusetts avenue, where he will erect a brick block of five stores.

Selecting Sash Operating Device and Greenhouse Fittings requires careful consideration.

You will find ADVANCE Materials right. You will like our methods of doing business.

Just drop us a card asking for one of our catalogs.

ADVANCE COMPANY
Richmond, Indiana

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

During the recent Rose Show in Boston I had a conversation with Mr. A. J. Fish, of New Bedford, Mass., famous as a grower of climbing roses. I believe that Mr. Fish was asked to lecture on his hobby, but found himself too modest to speak in public. I am sure that the public would have been much enlightened if he had explained his methods of handling climbers, for he gets a tremendous amount of bloom and his flowers have a length of stem which amazes the judges when he exhibits them at the shows. I remember that when Mr. Fish first came to Boston to exhibit, he was given a little space in a dark corner, but as soon as those in charge caught a glimpse of the flowers which he was unloading, they begged him to take a table in the center of the hall, with the result that his climbers became a feature of the show.

Mr. Fish does not grow his roses on trellises or even on posts. He simply drives stakes five or six feet long into the ground, at the base of which each rose is planted. The stakes are about ten feet apart. When the plants reach the top they are allowed to fall down again, and fill up the space between the rows, which eventually becomes a solid mass of vines. Practically no pruning is done except to get out the dead wood, and the display is much more gorgeous than in any garden where closer trimming is practiced and the growth of the plants restricted. Of course this is the garden which is made simply for Mr. Fish's own pleasure. His nursery fields are handled in a different way.

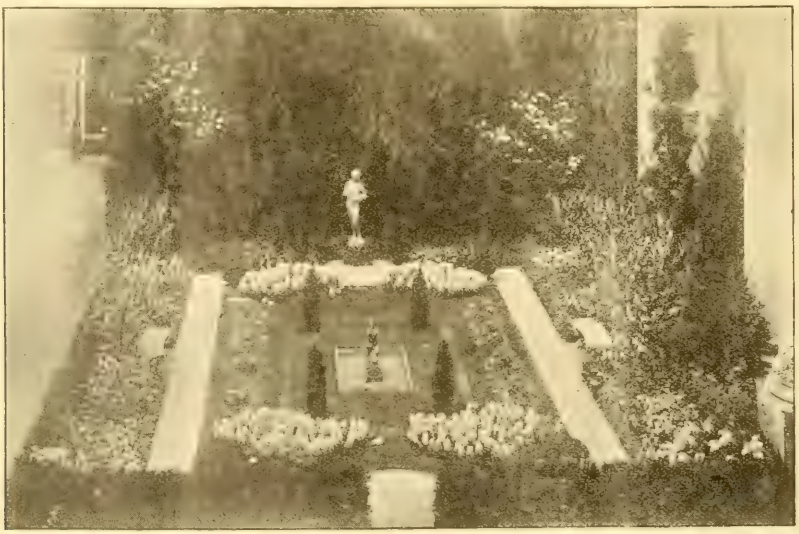
Mr. Fish believes that some of the bush roses are much better if allowed to go their own way than if cribbed and confined in the modern fashion. On his place you will find Frau Karl Druschki ten or twelve feet high, and Gruss an Teplitz almost as tall. The number of flowers produced on these great plants can hardly be estimated. There are hundreds of them all through the flowering season. This plan cannot be extended to all roses, but with a few kinds the results are remarkable. Of course Mr. Fish is particularly fortunate in his location, as the moist climate of New Bedford seems admirably adapted to rose culture. Even the bugs are conspicuous by their absence. Mr. Fish says he does not spray for either bugs or fungus troubles, except with pure cold water from the hose, and yet his plants are nearly always clean and thrifty.

While much can be learned from Mr. Fish in regard to the growing of roses, his methods cannot be followed everywhere, or in respect to all varieties. With most hybrid teas, which require protection, severe pruning must be done every season.

The principles of rose pruning are not summed up in counting the number of buds to leave on strong stems and on weak ones, or in keeping an open centre, in conjunction with a shapely outline. For a certain time, no doubt, these details answer their purpose, but unless young basal growths are forthcoming there inevitably follows a decline both in appearance and flowering. Young growths are a vital necessity in the life of a rose, irrespective of its kind. Without this added youthfulness their presentable days are numbered. The best of culture cannot renew the vigour of old wood. Each year the aim should be to cut away some old shoots to make room for young ones from the base. Never permit overcrowding to retard the development of these, and be mindful to remove all dead wood.

The vigorous growers, of which the variety J. B. Clarke is typical, do best if the old wood is cut out and the new pegged down, as this induces it to break along its full length. With the Pernettiana group very little pruning is necessary, as very often the strong shoots, if cut too hard, die back instead of breaking in the usual way.

The Polyantha section gives the best results when treated likewise, although if merely thinned out they make neat little bushes up to 4 feet high. R. rugosa and similar species only need the oldest wood removed, while the hybrids flower but poorly if



The Scheepers Garden at the New York Show

pruned too hard. The beauty of all the Irish singles is marred if they are pruned too hard. Continuous bloomers, of which the old Gloire de Dijon is an example, must be relieved of their oldest wood first, retaining as much of the young as space will allow, cutting it back to about a third of its length. With recognized climbers and ramblers we are dependent upon the long rods of last season.

---

I had not seen a really satisfactory photograph of the prize garden of Mr. John C. Scheepers at the New York Show until I came across the one which is reproduced herewith. None of the other pictures which have been published have done the exhibit full justice. Even this picture does not make it possible for one to visualize the exhibit in its full beauty, but gives a comprehensive idea of the way in which it was arranged. I believe this garden has done much to awaken the public's interest in spring blooming plants.

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### THE BOSTON FLOWER SHOW

I remember that the American Rose show held an exhibition in Horticultural Hall in March, 1915. The first thing I noticed upon entering this year was the improved appearance of the hall itself. The rough red brick had been changed into a cream or light yellow, which set off instead of detracting from the beautiful display of flowers placed upon exhibition.

The rose gardens, two distinctive plans, were surely elegant. Such a show makes the beholder think "A rose for every home, and a bush for every garden." The illustrated lectures were attractive and well attended. The growers of all varieties certainly deserve credit for the contribution of exhibits. The orchids, carnations, etc., were delightful to behold. And the satisfaction of having the National Rose Show in Boston was well worth a day's travel to see and to greet old friends.

BENJAMIN HAMMOND.

Beacon, N. Y.

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Alfred B. Copeland of Springfield, Mass., has brought suit against the inhabitants of the town of Russell for damages amounting to $1,000. Mr. Copeland conducts a greenhouse, which is connected with a service pipe from the town water supply. Through the alleged negligence of the town water commissioners, the water was allowed to freeze in the pipe, thus preventing proper heat being used in greenhouses.

## George Watson's Corner

"You in your small corner and me in mine."

The glass men had a meeting in Pittsburgh April 2nd and decided to cut the price twenty-five per cent. This action was not unexpected, but the heavy holders of high cost stock are hard hit just the same and the worst is yet to come. Unless Congress does something pretty soon there may have to be another cut! Hard luck for the glass manufacturers; but the greenhouse builders look on without that cordial sympathy which one expects in seeing the torture of suffering fellow humans. Aint it awful, Mabel!

---

Men like George Burton, we fear, will be even cold blooded enough to smile. He grows roses and he says the coal men, and the laboring men, and perhaps the carnation men, seem to be having it all their own way. Nothing in it any more for the rose men, which, between ourselves, is only George's way of putting it. The rosarians had their whack, while things were booming, just as well as the rest of them. But they growl when they're hit themselves and perhaps it's only human that they grin a little when the other profiteer gets hit.

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E. Gurney Hill of Indiana was a recent visitor. He looks well and is as keenly interested as ever in all the trade doings. On his trip East this time, he gave the boys in Baltimore the "once over," and a lecture on roses. There were some five hundred of the elite of the business in the hall to listen. Also the mayor of the city to bid him an official welcome. Certainly those Baltimore lads do things in style. I suppose if they could have resurrected the late Cardinal Gibbons, they'd had him there also.

---

J. A. Petersen of Cincinnati spent a few days with us on his way home from the Boston Show. He is a Philadelphia boy originally, having been on the old Buist place in the seventies. His other name is "Lorraine," and there are some notable improvements on that fine Begonia to his credit. He also takes a keen interest in the Cyclamen.

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Mr. John Schlotter has purchased the florist business of Charles B. Stowe, at Saugerties, N. Y.


**French Hydrangeas**

(Rooted Cuttings)

The best new French Hybrids for the Florist trade (Pinks and Blues)

$4.00 per 100; $30.00 per 1000. Ready for delivery in April. Book your order now as supply is limited.

**Cyclamen Plants**

2¼-in. pots. Strong, heavy plants

| German Strain | 100 | 1000 |
|---|---|---|
| Best Red. Very fine .. | $14.00 | $120.00 |
| Glory of Wandsbek .. | 14.00 | 120.00 |
| Perle of Zehlendorf, Pink ..... | 14.00 | 120.00 |
| Rose of Zehlendorf, Rose-pink ..... | 14.00 | 120.00 |
| Wonder of Wandsbek | 14.00 | 120.00 |
| Bright Pink ..... | 14.00 | 120.00 |
| White with Eye ..... | 14.00 | 120.00 |
| Bright Red ..... | 14.00 | 120.00 |
| Rose-Pink ..... | 14.00 | 120.00 |
| Pure White ..... | 14.00 | 120.00 |
| Rose of Marlenthal .. | 14.00 | 120.00 |

Special quotations on large quantities.

Seedlings of above, 3 to 6 leaves, $7.00 per 100, $60.00 per 1000.

Three inch pots, extra strong, heavy plants, for $25.00 per 100; $225.00 per 1000.

**C. U. LIGGIT**

Wholesale Plantsman

Bulletin Bldg. PHILADELPHIA

**LILY BULBS**

From Storage—Write for Prices

GIGANTEUM from Chicago and New York. MAGNIFICUM RUBRUM and FORMOSUM from New York Only.

**FOR IMMEDIATE SHIPMENT**

VALLEY PIPS, German and Dutch type.

BAMBOO STAKES, Green and Natural.

RAFFIA, Natural and Colored.

COCOS WEDDELIANA SEEDS.

**SUMMER-FALL SHIPMENT**

PALM SEEDS, MANETTI STOCKS, FERNS IN FLATS, FRENCH BULBS, DUTCH BULBS, LILY BULBS, VALLEY PIPS, CHINESE SACRED LILIES, FREESIA AND CALLA BULBS, DRACAENA CANES.

Write for prices stating your requirements

**McHUTCHISON & CO.**

95 CHAMBERS ST., NEW YORK

**HAIL STORMS**

In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection.

Address

**JOHN G. ESLER, Sec.**

**Saddle River, New Jersey**

# ADVERTISING AND SELLING

## CO-OPERATIVE ADVERTISING.

Co-operative advertising, if done judiciously and under proper supervision, is beyond question a success. The raising of funds for co-operative advertising, if done judiciously and under proper supervision, is also undoubtedly a success. To the latter, however, must be in a large measure credited the greater amount of failures. Speaking for the florists' business itself, after careful observation for a decade or more in which this has been tried and carried on, we must admit, and we have data to prove it, that the only plan and the most equitable plan for creating a fund for this proposition is the percentage plan. The contribution plan has been tried in dozens of different ways and invariably, after the first year, it began to wane and about the second year dwindled out in every locality where it has been tried, with just one exception and that one cannot hold out much longer. It is now two years old.

On the percentage plan, the communities adopting it and applying it forcefully and judiciously have not only continued on that plan, but they have in each instance increased, and in one case doubled, their percentage. This being the case, there should be no doubt in the minds of the florists of any community that the percentage plan is the only plan under which funds can be collected and the movement kept alive.

We know of many communities who started under the most auspicious conditions on the lump sum contributing plan and each and every one has failer sooner or later. Even the cities, Milwaukee and Chicago and St. Louis, that are now working so successfully on the percentage plan, have for years previous tried various ways on a contributing plan and every one has failed.

Hence, this article is given to those contemplating co-operative advertising as a warning against making the mistakes that so many others have made. Whatever you do, get thoroughly acquainted with the percentage plan. If you are not, write the undersigned or any member of the national publicity committee and information will cheerfully be given you. This is of vital importance to the whole trade. We have now an opportunity to benefit by our past mistakes and by our present achievements. So, let us not waste time and energy on a non-workable plan, but let us unite on a plan that spells "Success," not only now, but for future time to come. No community where there are two or more florists is too small, nor none too large, to make this plan workable.

Don't stand in your own light. Get into the big league.

J. F. AMMANN.


**DELPHINIUM BELLADONNA, 2¼ inch**

Strong Plants Ready Now ... $6.00 per 100—$55.00 per 1000

DRACENA INDURSA

2¼" @ $6 per 100—$55 per 1000
3½" @ $20 per 100
4" @ $25 per 100
5" @ $45 per 100

NEW CHRYSANTHEMUM

Nicholsons Yellow Frost. Yellow Sport from Early Frost. Will take the place of Golden Glow. Good Color—Very Early and Easy to Grow. Rooted Cuttings $15.00 per 100—$120.00 per 1000

**L. J. Reuter Co.**

*Plant Brokers*

15 Cedar St., Watertown Sta., BOSTON, MASS.

Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.



**AS SURE AS YOU ARE A FOOT HIGH**

many items will be out of the market just when you want them. So why not get our Bulletin right now—a postal card with business address will bring it—and you must be interested in the following:

APPLES, a general list—good kinds too.
PEARS, big quantity Bartlett. Also other varieties, 3 yr. old. Fine for retail trade.
DWARF PEARS too, at right prices.
PEACHES, take no back seat in growing this item. Lots of Elberta, Carman and J. H. Hale.
ORNAMENTAL TREES, Norway, Silver and Ash Leaf Maples, from 6 ft. up to 15 ft. high.
EVERGREENS, about cleaned out, except Arbor Vitae—a good quantity from 12 in. up to 6 ft.
CHERRIES, not long on—mostly sour varieties.
AMPELOPSIS VEITCHII, strong 2 yr. grade. Also Seedlings at very low prices.
ORNAMENTAL SHRUBS, you should see our list before you buy.
ROSES, Climbing and H. P., a long list of scarce kinds.

Please let us hear from you if you want SERVICE and GOOD STOCK this Spring.

*WE CAN SERVE YOU RIGHT*

**C. R. BURR & CO.**

**Manchester -- -- Connecticut**

"We sell to the trade only. We do not sell to planters and gardeners at wholesale prices."


## NEW BOOKS

GLADIOLUS FOR PROFIT, written and published by R. M. Champe, Walled Lake, Mich. Price $1.00.

In this little book Mr. R. M. Champe has given to commercial growers an immense amount of exceedingly val-

uable information. It is not intended to be just for the man with a big acreage, but the grower who is producing gladiooli in small space will find many of his problems solved even before he meets them. The system of planting and cultivation is one easily followed, and young growers will find much help in what Mr. Champe has to say about forcing early flowers for cutting, as well as about packing flowers to ship. Mr. Champe also deals frankly with the best known of commercial varieties on the market and his comments seem to be based on long experience. Altogether it is a little book not to be overlooked by any gladiolus grower who wants to make money from the bulbs or from the flowers.

PRODUCTIVE VEGETABLE GROWING, by John William Lloyd, published by Lippincott, Philadelphia.

This is one of Lippincott's farm manuals and written by a professor in the University of Illinois whose writings have won him considerable credit. The book is a thorough presentation of the subject, dealing systematically with all the more common crops. It will answer most of the questions of the back yard gardener, and some of those which come frequently to the commercial grower. It is also arranged in such a way that it can be used as a school text book.

HORTICULTURE, by Professor K. C. Davis published by Lippincott, Philadelphia.

This is another one of Lippincott's manuals, and is designed especially as a text book for High School and Normal School. At the same time it contains a great amount of information which should be exceedingly helpful to the commercial grower of vegetables and fruits, although necessarily it deals only superficially with many of the processes taken up. It is very well illustrated.

LANDSCAPE GARDENING, by O. C. Simonds, published by Macmillan Co. Price $6.00.

There has long been a demand for a book on landscape gardening which would cover the whole subject thoroughly and reliably, and yet in a way easily understood even to the novice. It seems to us that the need has been met in this book to a greater extent than any other which has come to our attention. While it deals primarily with the laying out of home grounds and the proper planting, including a description of materials, it also takes up the landscaping of farms and the planting of public thoroughfares, railroad station grounds, parks, school grounds and cemeteries. It is not a large book, and only its completeness and the high quality of its material makes it worth the rather high price which is charged for the volume.

PRACTICAL RABBIT KEEPING, by F. L. Washburn, published by Lippincott, Philadelphia. Price $2.00.

Rabbit keeping, especially in a practical way and for utility purposes, has gained rapidly in importance since the war. Both commercial florists and vegetable gardeners are among those who have taken up rabbits as a side line. This is a concise and reasonably comprehensive book, describing the various strains of domestic rabbits and discussing their management and care. What the writer says about purchasing stock is well worth considering.


**GLADIOLUS for Forcing**

Finest picked forcing kinds, now in our store, fresh from our own farms. All the leading named sorts, also our renowned mixtures. **America, Francis King, Pendleton, Halley, Panama, Sunbeam** (earliest yellow), **Vaughan's XXX Florists', and "Standard" Mixtures.** Write for full list and prices.

| CALADIUMS | 1000 | | TUBEROSES True Dwarf Pearl | 1000 |
|---|---|---|---|---|
| 5-7 in. | $ 40.00 | | | |
| 7-9 in. | 70.00 | 3-4 in. | | $25.00 |
| 6-11 in. | 125.00 | 4-6 in. | | 35.00 |

**1921 "Book for Florists," Mailed Free Everywhere**

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

**THIS SEASON'S NEW ROSES**

**PILGRIM CRUSADER PREMIER RUSSELL HADLEY**

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice **CARNATIONS, ORCHIDS, VALLEY** and **AMERICAN BEAUTIES.**

**WELCH BROS. CO., 262 Devonshire St., Boston**

Tel. Main 6267-5948

We Are Headquarters for The **BEST OF EVERYTHING** in

**PEAS, BEANS, CORN AND VEGETABLE SEEDS**

Glad to quote for present delivery or on growing contract for future delivery.

**JEROME B. RICE SEED CO.** Cambridge, N. Y.

**"SEEDS WITH A LINEAGE" ALL VARIETIES**

Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue.

**CARTERS TESTED SEEDS, INC.**

166 Chamber of Commerce Bldg., Boston, Mass.

HIGHEST GRADE SEEDS — FOTTLER FISKE RAWSON CO. — BOSTON

**FLOWER SEEDS and BULBS**

**FOR THE FLORIST**

Antirrhinum Begonia Calendula
Candytuft Centaurea Cobaea Cosmos
Dracaena Lobelia Marigold

Petunia Salvia Stocks Primula
Sweet Peas Verbena Gladioli Gloxinia
Canna Dahlias Caladium Hardy Lilies

**FOTTLER, FISKE, RAWSON CO.**

**12 and 13 Faneuil Hall Square** **BOSTON, MASS.**

# —HORTICULTURE—

Established by William J. Stewart in 1904

VOL. XXXIII April 25, 1921 No. 8

PUBLISHED SEMI-MONTHLY BY

HORTICULTURE PUBLISHING COMPANY

739 Boylston Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor

ADVERTISING RATES:

Per inch, 30 inches to page ..... $1.50

Discount on Contracts for consecutive insertions, as follows:

One month (2 times), 5 per cent; three months (6 times), 10 per cent; six months (12 times), 20 per cent; one year (24 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**A man should never be ashamed to own he has been in the wrong, which is but saying, in other words, he is wiser today than he was yesterday.—Pope.**

**School Gardens** Although less emphasis has been put upon the school-gardens, perhaps, since the war, they still remain a medium of much value, and the committee of the S. A. F. which has school-garden work in charge continues its activities unabated.

There are yet many ratepayers and also many school trustees that point the finger of criticism at school-gardens, because they do not "pay." The same attitude used to be quite common when schools were being supplied with blackboards and wall-maps. The school-garden as a means of instruction; as problems are presented for solution, demanding skill, thought, and constant application on the part of the student, is not yet appreciated. Few men outside of the teaching profession would have the temerity to enter a well-equipped science laboratory and criticise its use as an educational means; but there are many who indulge in the most irrelevant criticisms of the school-garden, failing to recognize in it a means whereby boys and girls are taught not only the rudiments of horticulture, but, what is vastly more important, the fundamentals of good citizenship.

An interesting feature of school-garden work has been the establishment of the memorial garden at Collinwood, Ohio, in memory of 173 children and one teacher who lost their lives in the Collinwood fire. For two years before the district of Collinwood was annexed to the city of Cleveland nothing had been done there and the only suggestion concerning a memorial was for a monument with the children's names inscribed upon it. After the annexation of the district, the curator of school-gardens solved the problem to the complete satisfaction of the people of the district and the school officials by planting a memorial garden. Half of the space is inclosed in a colonnade of Doric columns 12 feet high connected by trellises, with an impressive memorial gateway at the main entrance. A water garden 35 by 50 feet occupies the center and with a sundial and seats add to the beauty of the spot.

**Keeping Customers** Probably there is no business in which re-sale customers are of more importance than the florist business. When a piano or sewing machine or a phonograph is sold to a man or woman, that customer is not expected to come back for a long time. The florist, on the other hand, would make but little headway if he made only one sale to the same person. Transient sales are welcomed, of course, by all florists, but the customers who keep the business going are those who come for flowers week after week, if not day after day. Now this means that the florist's success depends upon the ability of his salesman to hold the goodwill of his customers. All too often one hears a clerk say: "Oh, she got mad, but what difference does it make? She is only one customer." True enough, she may be only one customer, and perhaps only a small buyer at that. Yet the chances are that she has friends who are also customers, and if she tells these friends of bad treatment she has received, she is likely to so influence them that their trade will also go elsewhere.

Courtesy under all circumstances, even the most trying, and sincere desire to please, even though it means a little extra effort, are the fundamentals of good salesmanship, and they are most important in the florist trade. A smile, a few extra steps, a tactful suggestion, may save a customer to the store and not only keep his trade, but help to win that of his friends. To the florist there should be no such thing as "one sale." Every order should be considered as a forerunner of other orders to come, regardless of who the customer may be.

**Trade Journal Advertising** The following extracts from an address by Percival Marshall, Chairman of the British Association of Trade and Technical Journals are worth pondering:

**The Trade Journal** appeals to a specialised set of readers; they are all, or nearly all, directly interested in the goods advertised, and are probable buyers. The advertiser therefore starts out with his publicity battle half-won.

**The Trade Journal** advertiser knows that subscribers to Trade Journals are constantly watchful for new opportunities for extending or improving their business, and that they study the advertising pages as closely as they do the editorial. Every reader of a Trade Journal is also potentially a buyer of goods within the scope of the Trade.

**Many firms have not yet realized** that advertising is a definite factor in their selling organization and should be regarded and developed as such. An advertisement should be considered as being as much a salesman on the staff as the actual traveller who goes round with the order book.

**Every firm has got a selling point,** or many selling points, about the goods it is offering. Yet how many advertisements remain strangely silent on their important facts? Obviously the advertiser does not realize that his advertisements ought to be members of his selling staff.

**The advertiser in a Trade Journal** should be profoundly grateful to the enterprising publisher for providing him with so easy and certain method of reaching his market, but he ought not to let it rest at that. Having his publicity problem half solved for him, he should leave no stone unturned to utilize his space in the most effective manner possible.

# GREENHOUSE ROSES

We make a business of grafting Roses. Perhaps you have known this for years, and yet we want to impress upon your mind the fact that we do this on a large scale and that our product is not a by-product nor the leavings from a commercial planting. Roses for the private grower are taken care of here as they should be. They are put away for you.

We grafted seven hundred and fifty thousand this year and will do more next year.

By the way, "Montgomery's Priscilla" is coming out next season. Next week we will give you some real news. We are going to tell you the right way to disseminate a new rose.

**A. N. PIERSON, Inc. Cromwell, Conn.**


## CHICAGO FLORISTS' CLUB

At the last meeting of the Chicago Florists' Club membership applications were presented from Gustav Bloom, of 11936 Eggleston avenue, Chicago, and Anthony Batek, Schermerville, Ill.

The following were elected to membership: Frank M. Suttle, 225 N. Michigan avenue; Edward L. Martin, 174 N. Wabash avenue; John H. Padon, 318 Center street; W. J. Sharpe, 904 N. LaSalle street; Alec F. Gardiner, 11361 Michigan avenue; Oscar Anderson, Morgan Park.

Mayor W. H. Thompson attended the meeting and addressed the club regarding the contemplated Pageant of Progress. He pointed out that the florist industry was selected as one of the big industries to participate in this movement. It is planned that the florists of Chicago occupy space equivalent to a city block, and the heartiest support of everyone in the trade is expected in this movement. The florists' exhibit in all likelihood will be placed at the main entrance of this great exhibition.

On motion of D. F. Simonds, and duly seconded by Wm. J. Keimel, it was resolved that the Chicago Florists' Club and the Committee of the Allied Florists' Association be empowered to engage space immediately for all branches of the florist industry.

George Asmus presented the Mayor with a basket of roses, and F. Lautenschlager presented His Honor with a basket of carnations.

President Kohout next presented H B. Dorner, Professor of Floriculture at the University of Illinois, Urbana. Professor Dorner has been appointed as a member of the Committee on Horticultural education in connection with the Pageant of Progress, and he stated that there are lots of things we could show in connection with this exhibition.

He said there are many ways of showing the progress made in this particular industry; for instance, by showing the old time method of delivering flowers in the early sixties and seventies, compared to the F T D. service of the present time. We can show progress of modern greenhouse construction by showing a view of some old greenhouse compared to the present houses 80 feet wide. We can also show the progress of heating from the days of the old flue to the present water tube steam boilers. Florists must not say that we can't do it, because we can make this a wonderful exhibition.

It was pointed out that the Flower Shows formerly held at the Coliseum simply attracted people who were interested in flowers; but at the Pageant of Progress this is quite different.

Prof. P. A. Lehenbauer then read a very interesting paper on "What We Are Learning About Plants."




Where the Chicago Pageant Will Be Held

## NEWS NOTES

It is stated that on the first of May Lemoult, the Florist, of 202 Bowery, New York, will be obliged to move, as his building has been taken over by a haberdashery. His retirement from the Bowery will take away one of the oldest merchants in the Spring Street section. Mr. Lemoult has been there so long that he has seemed like a permanent fixture, and thousands of people will miss his flower filled window.

Mr. B. Hammond Tracy has closed his flower shop in Salem, Mass., and will give all his time at present to his gladiolus farm at Wenham.

We will do something worth doing—
that is the resolution for you and me.
*Edward Everett Hale*


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## HARTFORD FLORISTS MEET

### Preparations Under Way for the Carnation Convention to be Held Next January

The florists of Hartford, Conn., are already at work making plans for the convention of the American Carnation Society and the National Growers' Association, to be held there next January. At the regular meeting of the Club, Wednesday evening, April 13, W. D. Howard, of Milford, Mass., president of the Carnation Society, was present and, when introduced by Pres. W. W. Thompson of the club, talked interestingly about the work of the organization and its aims. He said that the annual conventions were of much value to the growers, allowing them to compare notes and note improvements in the different varieties exhibited. The January show is to be an unusually large one, because other plants than carnations are to be shown. It is expected that the display of flowers will be in fact one of the most imporatnt features of the convention.

The following committee to have general charge of the convention was then announced: Chairman, W. W. Pierson, Cromwell; W. W. Thompson, J. F. Coombs, J. B. Marchant, Chas. Cawte, W. C. Osborn, Jos. McManus, George Lane, Andrew Welch, V. H. Olmstead, and P. M. Hubbard of Bristol. A hotel committee, consisting of J. F. Coombs and George Lane, was also appointed. It was announced that the headquarters of the delegates will be at the Bond Annex, while the show will be held in the Foot Guard Armory, which is just across the street from the hotel.

Much enthusiasm was shown at the meeting. A representative of the mayor who was present said that the city would be glad to co-operate in making the affair a great success. President Howard remained overnight, and the next day visited a number of florists' establishments around Hartford. At W. W. Thompson's establishment he found some remarkably fine looking sweet peas and violets. It is doubtful if there is any florist in New England whose sweet peas can surpass those of the Thompson place.

Many of the growers said that a shortage of bedding plants was threatened, and all admitted having had a year of very good business.


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## AMERICAN ROSE SOCIETY

### Meeting of the Executive Committee—Lectures at Boston Show

A meeting of the Executive Committee of the American Rose Society was held in Horticultural Hall, Boston, on April 7th. Nearly all the members were present, and the guests included ex-Secretary White and Mr. Thos. N. Cook.

After the secretary and treasurer's reports had been read the editor reported that the 1921 Rose Annual had been sent out to all 1921 members.

There was a long discussion in regard to increasing membership, and several directors pledged themselves to bring in twenty-five members each before the middle of the summer.

As part of the American Rose program at the Boston Rose Show, lectures were given each afternoon, as follows:

Wednesday, April 6th—Mr. Robert Pyle gave an illustrated talk on gardens in Europe and America, showing pictures of the American Rose Society test gardens in Hartford, Minneapolis and Portland, and many beautiful pictures of the Bagatelle Gardens in Paris and the Roserie de'l Hay, just outside of Paris.

Thursday—Mr. McFarland spoke on "The Rose in America," with many beautiful lantern slides both of private and public gardens in the United States.

Friday—Mr. Totty told of his trip

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to Europe and France last summer and of his visits to the various rose gardens there, comparing conditions with those here and telling particularly of some of the newer roses which he believed to be of value for outdoor planting.

Saturday—Mr. Wm. N. Craig gave a most practical talk on the culture of outdoor roses in New England, giving in detail the steps necessary for success with each class of roses in this particular climate, recommending varieties, methods of planting and the combatting of insects and diseases.

Sunday—Mr. B. S. Letson, Boston, spoke on flower arrangements in the home, illustrating with cut roses which had been supplied for the occasion by Mr Roland, and which were afterward distributed among the audience.

Great interest was manifested in all the lectures, the attendance averaging about two hundred.

At the suggestion of the Massachusetts Horticultural Society the Rose Society had show cards recommending varieties suitable for planting in New England. These cards were placed in the entrance hall and attracted great attention throughout.

JOHN C. WISTER, Secretary

## WABAN ROSE CONSERVATORIES TO BE SOLD

Francis G. Goodale, receiver of the Waban Rose Conservatories, of Natick and Wellesley, Mass., has advertised that the properties will be sold at public auction, May 9, at 3 o'clock in the afternoon. In addition to the greenhouses, the sale will include 60,000 growing rose plants, together with tools, implements and supplies.

## GARDENERS' AND FLORISTS' CLUB OF BOSTON

The next meeting of the Gardeners' and Florists' Club, of Boston, will be held Tuesday, April 26, it having been postponed from last Tuesday. It is expected that there will be many unusually good exhibits at this meeting. The principal speaker will be Mr. B. F. Letson, of Carbone's, who will talk on flower arrangement. A. S. Jenks will be present to speak in behalf of the Massachusetts Horticultural Society, as the club is to aid in extending the membership of the association.

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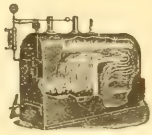
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## SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

The mailing of prints of the floor plan of the Convention Hall in Washington has just been completed. The plan covers the whole of the second floor of the building, which is most admirably adapted for the Trade Exhibition. As will be seen on reference to the plan, there is not a column, pillar, or other obstruction on the floor to interfere with the arrangement of the exhibits. Applications already received for space would seem to indicate that the trade displays will be even larger than those at the Cleveland Convention, at which all records were broken.

The space rental remains the same as in previous years—sixty cents per square foot. The cost of the official sign, including the rental of an upright, or stand, is $3.00. Rule XXV of the Rules Relating to the Management of the Trade Exhibition, reading, "The selling of goods by persons or firms not having engaged space will be prohibited, unless such person or firm shall have secured a permit or license from the secretary, the same to cost not less than $35.00," will be strictly enforced, so that none other than exhibitors will be permitted to transact business on the floor until the license or permit mentioned has been obtained from the secretary.

Membership cards will shortly be issued to all members in good standing, and such members will be required to present their cards at the entrance to the hall. The work of the secretary's office will be greatly facilitated if members who have not paid their dues will make remittance now. It might be mentioned again that, at the annual meeting of the Executive Board held in Washington last January, a resolution was passed authorizing the dropping of the name of any member from the membership roll for non-payment of dues after one year.

### The Membership Drive

The drive for increased membership directed and supported by the Executive Board is about to commence. Complying with the board's resolution, President Roland has appointed the following committee to take charge of the drive: Chairman, J. F. Ammann, Edwardsville, Ill.; Joseph H. Hill, Richmond, Ind.; S. S. Pennock, Philadelphia, Pa.; A. L. Miller, Jamaica, N. Y., and Paul R. Klingsporn, Chicago, Ill. It will be the purpose and object of this committee to double the membership in the Society before the date of the coming convention, and


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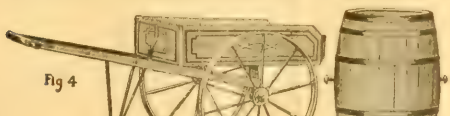


Fig 4

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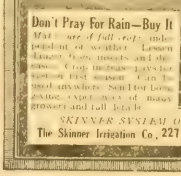



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# HORTICULTURE

Volume XXXIII MAY 10, 1921 Number 9





W. H. Wyman, Prop.
1894-1921

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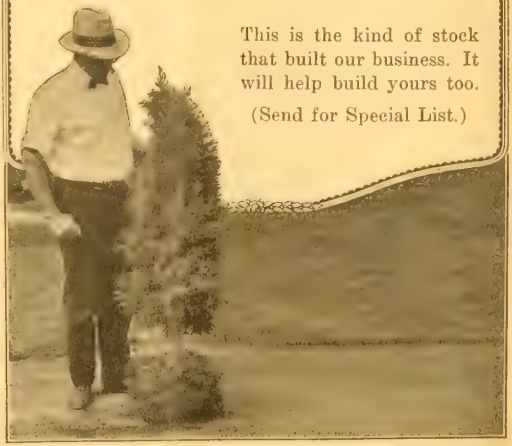
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## GARDENERS' AND FLORISTS' CLUB OF BOSTON

At the last meeting of the Gardeners' and Florists' Club of Boston, the principal speaker was Mr. B. F. Letson of Carbone's. Mr. Letson talked on flower arrangement, and gave much interesting and valuable information to the one hundred or more members present. Mr. Letson has made a specialty of flower arrangement and has given his lecture before several organizations.

Six new members were admitted to the club as follows:

Marion Roby Case of Weston.

Harry Coles of South Natick.

W. H. Kleiner, of 70 Patten St., Forest Hills.

John Peterson of Bedford.

Paul D. Schlichting of Chestnut avenue, Jamaica Plain.

John Robinson of Woodman avenue, Chestnut Hill.

The death of Frederick C. Green, superintendent of parks of Providence, R. I., and a member of the club, was announced. W. N. Craig, Robert Cameron and Julius Heurlin were appointed a committee on resolutions.

Mr. A. R. Jenks appeared in behalf of the Massachusetts Horticultural Society and enrolled several new members. The club gave a vote of thanks to Mr. A. C. Burrage for his work in behalf of horticulture.

A number of interesting exhibits were made at the show. They included Darwin tulips, shown by Walter Golby; Calceolarias, shown by William Reoch, gardener for Mrs. N. M. Bryant of Waltham; Primroses, shown by Andrew Priest of Chestnut Hill; Hydrangea Otaska, eighteen varieties of Narcissi and Chrysanthemum Morning Star, shown by W. N. Craig, and carnations shown by James Donald of Hingham.

## NEWS NOTES.

At the next meeting of the Gardeners' and Florists' Club of Boston, President W. H. Judd of the Arnold Arboretum will speak on "New and Desirable Trees and Shrubs."

Charles Isselee, the nurseryman of Darien, Conn., has opened his new place of business; he has put up a new greenhouse and has a very attractive location.

John S. Stewart, a veteran florist of Anderson, Ind., passed away recently at the age of seventy-one years. He had been in business at Anderson for thirty-four years.

James Reddy, a prominent florist in Greenpoint, New York, has moved to a new store on Dalyer street.


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# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIII MAY 10, 1921 No. 9

## THE TALK OF THE TRADE

When I called lately on the Budlong Rose Co., in Rhode Island, I discovered something interesting in respect to the Dunlop rose. There has been some complaint from growers that this rose is inclined towards mildew. I doubt, however, if it is a trouble that can't be overcome if growing conditions are well taken care of. However, the point I had in mind that I ran across at the Budlong Range was a very peculiar one. A long house with three beds, I believe, was planted to this rose, and there were three different distinct lines showing where the grafted and the own-root plants come together. Each bed had part of each, and the mildew stopped absolutely at the line. It didn't lap over and disappear gradually, but the grafted plants showed mildew while the own-root plants were entirely green and in a much more vigorous state of growth. Mr. Budlong states that the house was planted with plants in about the same stage and condition, and knows of no reason at all why one should show mildew and the other not. It's a fact, however, and may well be worth following up.

---

I don't think there is much question that grafted plants are better than own-root on most all varieties. I hear some growers say that they are unable to see any difference between grafted and own-root plants on Columbia, but I have never been able to find an instance where own-root stock did better than grafted except in the case of one or two of the yellow sorts which died off at the graft. If the graft united properly that stock would do better than own-root. So, as I said, the Dunlop rose shows the first clear cut case of own-root stock being superior to the grafted stock that has come to my attention.

Mr. Budlong is a decided believer in grafted stock. Consequently his idea that Dunlop is better on its own roots must have been very forcibly shown to him, or he would not pay much attention to it. Of course this is only in the early growth of these plants. He has not been able to decide definitely what the ultimate result will be,



—Courtesy of the Boston Evening Transcript.

Exhibit of Thomas F. Galvin, Inc., at the Home Beautiful Show in Boston

as they have been planted only about six weeks. The trouble may be eliminated later on, but it looks bad now.

---

The Home Beautiful Show which was held at Mechanics Hall, Boston, for two weeks, was a decided success from the point of view of attendance. It is reported that no show has ever been held there that called in larger crowds or where more interest was shown, not even in the days of the old food fairs. For a show to remain open and remain crowded for two weeks, and with all the bad weather that Boston has had during those two weeks, shows that the public supported it in fine shape. I visited this show several times, and each time became more firmly convinced that the florists had missed an opportunity for good advertising. I won't say just how it might be done, except that if there was a committee in Boston to look after such opportunities they might well have arranged some sort of an exhibit to show the good uses of plants and flowers in connection with the home. An exterior of a dwelling with window boxes or plantings on the lawn, I think, would have worked out nicely, and I believe that the florists could have worked very nicely in harmony with the cottage which was set up in this show, showing interior arrangement in the way of furniture, fittings, kitchen outfit, as well as hangings and decorations in general. A few flowers placed around properly inside would have helped the effect in the interior and been good advertising as well.

---

Thos. F. Galvin, Inc., had space on the second floor nicely arranged with the particular idea of showing artistic dinner table decorations the day that I visited their exhibit. They had a very attractive and nicely set up exhibit, and it would appear to me to have been very well patronized by the public.

I don't think there were quite so many uses made of palms, hydrangeas, roses or pot plants in general at the various stands as there should have been. The exhibitors were probably not encouraged or gone after in the right way to use natural plants. It was disappointing to me to see so much artificial stuff. I couldn't help but remember the shoe show, I believe it was called, last year, when Thomas F. Galvin, Jr., went after the different exhibitors and succeeded in practically filling Mechanics Hall with live plants and flowers. He did well, and this show suffered by comparison, at least in the eyes of the florists.

There is one new introduction in bedding plants that to my mind has not received anywhere near the attention it deserves. I had been rather careless about it myself, but when I really had a chance to see a block of Ageratum Fraseri, it made a great impression. To begin with the individual flowers are larger than any of the other ageratums, at least any that I have seen. And the color is as fine as could be possible. I don't know any better way of describing it than calling it a true forget-me-not blue. This plant is dwarf in growth, and I am informed by those who have tried it out that it is a continuous bloomer and a free, rugged plant in growth. Mr. H. B. Greene, of Lowell, Mass., was so well impressed with this ageratum that he was one of the florists to take advantage of it and work up a good big stock.

---

Apparently this is proving a remarkably good season for the nurserymen. In a recent conversation with Mr. E. F. Coe, of the Elm City Nurseries, at Woodmont, Mr. Coe said that his shipping department was still overwhelmed with orders, the indications being that before the season closed he would have doubled his last spring's out-put.

"This is a surprise to us," continued Mr. Coe, "as we anticipated a slow down in sales this year owing to the general state of labor conditions. On the contrary, however, the public has been buying more freely than ever. Civic beauty and the utilization of gardens for fruit, berries, etc., seems to have become a uniform point of view throughout the country." We were glad to have Mr. Coe say also that in his opinion the Market Development Committee of the Nurserymen's Association was doing good work in arousing a desire for garden material and in promoting its sales.

---

H. V. Lawrence, of Falmouth, Mass., is a florist who knows how to make the most of his opportunities. From a horticultural standpoint he is all things to all men. I mean by that that he meets practically every need that any of his customers may have. To begin with, he has an attractive retail establishment, with greenhouses attached. Visitors are welcome to walk through the greenhouses and inspect the large and varied stock. Just back of the office are rooms given over to the landscape department, for this is another feature of his business which is being rapidly developed. Mr. Lawrence has found that many summer people and permanent residents, both on the Cape and on the nearby islands, like the idea of laying out their gardens in a systematic way, and according to recognized rules.

After a stay of several years in the west, his son, Milford Lawrence, has been put in charge of this branch of the business. And then in order that his customers may have their orders for plants filled promptly, he has laid out a nursery close to the greenhouse, although fronting on another street. In the spring great numbers of trees and shrubs are purchased from the growers and heeled in where they can be found at a moment's notice. With this practice, there is no waiting when an order comes in, and Mr. Lawrence's customers evidently appreciate his quick service.

In order that the nursery department shall give good value, it is being made to advertise the business. A long walk beneath rose covered arches leads from the street on which the nursery faces the whole length of the plot and around the corner to the greenhouse itself. This is a striking feature of the lay-out and attracts much attention.

At one side of the greenhouse is a plot containing many trees, and here Mr. Lawrence's plan is to lay out immediately a miniature woodland with paths and appropriate planting. This will be in a way a sample of what can be done on other estates on the Cape. I might say in passing that the landscape and nursery end of the business has grown so fast that Mr. Lawrence is now planning the erection of additional buildings to take care of it. When this addition has been completed, the greenhouse and florist department will be kept by themselves. Now much other work has to pass through the office because Mr. Lawrence also handles seeds and fertilizers for the benefit of his trade.

Mr. Lawrence's methods seem admirably adapted to towns like Falmouth, which are at some distance from any large center of population. By such methods practically all of the purchasing done by a gardener may be made with the florist as the medium. Some items must necessar-

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**School of Horticulture for Women,** Ambler, Penna., (18 miles from Philadelphia) offers an August Course in Floriculture, Vegetable Gardening, Fruit Growing and Canning and Preserving. Practical work out of doors forms a large part of the schedule. Teachers will be especially interested in this course. Circular upon application.

ELIZABETH LEIGHTON LEE,
Director.

ily show little or no profit, but the customer is kept from going elsewhere, and in the long run leaves much surplus cash in the till.

It was very pleasing to me to see such a fine lot of Dunlop roses as I found at Stevenson Bros., of Towson, Md. I have seen good Dunlop grown by several of the larger rose men, but the Stevenson boys have only a small place, with all good types of houses, but not such a great quantity of plants to select from. Nevertheless, it will take a fine lot of roses to beat a vase that the Stevenson boys can put up from their stock. Their Dunlop carried big heads, fine green foliage and the color was wonderful. When that rose is good it is mighty good. Their Premier was also exceptionally well done. To tell the truth, it's only fair to say that they are A 1 rose growers in every way, and I think that any rose that can be done at all will be done well by these boys.

Some weeks ago in this department a curious mistake put the name of Robt. Pyle under a cut of S. S. Pennock. It was a good cut, and a very pleasant reference was made in the story to Mr. Pyle. It is a pity that text and picture didn't match. I hope both estimable gentlemen will forgive the unfortunate error, which I greatly regret.

## SELLING FLOWERS ON CREDIT

### An Efficient System Worked Out by Schiller of Chicago

H. Dieu Schiller, the well known florist of Chicago, has worked out a remarkably effective and successful credit system, according to an investigator for the Retail Public Ledger.

Mr. Schiller has long since sworn off form letter duns and collection agencies and he shuns litigation, since the small amount of the average flower bill in a home neighborhood is not worth the expense of a lawsuit. A bill contracted during one month is mailed at the first of the following and if no check is received within thirty days, a second bill is sent. If, after five days, this is not effective, the Schiller credit system gets into full swing. The telephone man calls up the delinquent customer—for phone numbers are always taken with orders—and delivers a courteous reminder in the form of: "Our delivery man will be in your neighborhood today. Would it be convenient if he should call for the amount of your bill?" In most cases the matter is arranged and the collection is made by one of the Schiller chauffeurs on his rounds.

When the first phone call fails to bring results, the credit man does not hesitate to repeat it, three times a day if necessary and without apology, though with due politeness and care in the handling of touchy customers. In the end this persistence reaps its reward, for the bad debts of the concern amount to only one-eighth of 1 per cent.

The real items that make up the total cost of the Schiller credit system include salaries for the telephone man, two office girls, two regular chauffeurs and several delivery boys, as well as the cost of stationery, ledgers, and other bookkeeping paraphernalia. These amount up to about $7000 annually. To this must be added the losses arising from adjustments—for credit customers take advantage of their position to exchange plants ordered over the phone and their good will is valued too highly to admit of dispute in doubtful cases. So, with the overhead, the expense of the system easily reaches the $10,000 mark.

Ten thousand dollars a year for running a retail business on credit may appear to be wild extravagance. As a matter of fact, it represents the most careful and far-sighted economy, since the business, if run on a cash basis, would, according to its owner's candid admission, go to the wall in a month, for a home neighborhood demands credit and the great majority of the orders come in over the phone, sometimes rapidly enough to keep three phones busy at once.

This means that not only the credit system but the service must reach the highest point of efficiency. As almost every order is delivered, the problem of delivery alone, complicated by the perishable nature of the stock, must be worked out in most careful detail. Every plant or bouquet delivered is tagged with a separate order number, which also appears in the chauffeur's list of names and addresses to be visited on one trip. A carbon copy of his list is filed in the office, where it may be consulted in case any one calls up to satisfy himself that his order was safely delivered, for many orders are sent as gifts, and as no bill can be attached, the only way to trace them is through separate order numbers.

## NEWS NOTES

Trepel, the florist of Brooklyn, N. Y., is to occupy the store being vacated by D. L. Wilson, at 95 Main street.

The suit to break the will of Julius Niednagel, a florist of Indianapolis, Ind., has been set for re-trial. At the first trial the jury disagreed. The Niednagel estate is valued at $100,000.

John V. Gerd, a resident of Astoria, N. Y., and for 20 years in the florist business, died recently at the age of 63.

Professor C. S. Sargent, director of the Arnold Arboretum, Boston, recently observed his eightieth birthday and received many hearty congratulations.

SELECT SOUTHERN FANCY FERNS
Extra Long Leaf,
DELIVERED TO ANY ADDRESS IN NEW ENGLAND STATES
$4.00 per 1000,
In Quantities 5000 and up.
C. O. D. or check with order.
I pay all expenses.
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H. O. WILLIS
KINGSTON, ALA.

GREEN SHEET MOSS
Fadeless, per bag, $3.50
Natural, per bag, 1.75
KNUD NIELSEN
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NARCISSUS
PAPER WHITE GRANDIFLORA
Place your orders now for next season's delivery. We guarantee prices to be as low as the lowest, F. O. B. Boston.
NEW ENGLAND FLORIST SUPPLY COMPANY, Inc.
Telephones: Fort Hill 3489 and 53135
276-278 Devonshire St., Boston, Mass.

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**We Defy Competition Compare Our Prices**

**Our Boxes are made of No. 1 Manila Board and are sure to satisfy you. Notice the variety of sizes that we carry.**

## Cut Flower Boxes

| Box No. | Size | Price per 1000 Reg. Lid. | Full Tel. |
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| 10 | 18x 5x3-2 | $19.00 | $23.25 |
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| 12 | 24x 5x3½-2 | 25.75 | 30.00 |
| 16 | 28x 5x3½-2 | 29.50 | 38.00 |
| 5 | 21x 8x5-2 | 30.00 | 38.50 |
| 17 | 30x 5x3½-2 | 35.50 | 43.00 |
| 6 | 24x 8x5-2 | 39.00 | 53.00 |
| 7 | 28x 8x5-2 | 44.50 | 59.00 |
| 18 | 30x 8x5-2 | 50.00 | 66.50 |
| 15 | 36x 8x5-2½ | 68.50 | 89.50 |
| 13 | 30x12x6-2½ | 79.00 | 101.00 |
| 14 | 36x14x6-2½ | 97.00 | 117.00 |
| 19 | 36x12x6-2½ | 91.00 | 112.00 |

## Violet Boxes

| | | |
|---|---|---|
| 1 | 8x 5x4-2 | 31.00 |
| 2 | 9½x6x5-2 | 38.50 |
| 3 | 10x 7x6-2 | 49.00 |
| 4 | 12x 8x7-2 | 61.00 |

On quantities of less than 100 of a size, 10% additional.

## Wreath Boxes

| Box No. | Size | Price per 1000 Reg. Lid. | Full Tel. |
|---|---|---|---|
| 20 | 16x16x5-2½ | $55.00 | $66.00 |
| 21 | 16x16x7-2½ | 65.00 | 85.00 |
| 22 | 18x18x6-2½ | 68.50 | 95.50 |
| 23 | 18x18x8-2½ | 78.00 | 112.00 |
| 24 | 20x20x6-2½ | 83.00 | 114.00 |
| 25 | 20x20x8-2½ | 98.00 | 121.00 |
| 26 | 22x22x8-2½ | 112.00 | 157.00 |

## Bouquet Boxes

40 19x 9x8-2½ 61.00

On quantities of less than 50 of a size, 10% additional.

ON ORDERS OF 2500 BOXES OR OVER—SPECIAL DISCOUNT OF 5%

In ordering, specify box number and size of box, taking care to show whether regular lid or full telescope. If printing is desired, send copy, specifying color of ink. $1.50 per 1000 additional.

## BOSTON BOX CO., Inc.

**Manufacturers of Paper Boxes**

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### GREENHOUSE ROSES

In the American Rose Annual for 1921 Mr. Wallace Pierson of Cromwell, Conn., discusses the cut-flower situation as it appeals to him. He says among other things:

"Quarantine laws have affected to some extent, but not seriously, greenhouse roses for cut flowers, unless it be true that Europe intends that Manetti stocks for grafting must make up for their export of outdoor roses. From $8 per 1,000, in 1914, to $70 per 1,000, in 1921, is considerable of an increase and if the nursery syndicates who set these prices in Europe persist in asking beyond reason they will make a quarantine more drastic than "37." America can produce Manetti, and will do so, and this sort of encouragement given to the 'infant industry' by French, English, Dutch and Irish nurserymen will be all that is needed to bring about abundant production.

"There has come into the big markets during the past few years a notable difference in what is required in cut roses. In years gone by, the long stemmed or "special" rose was wanted by the market and in those days the price was, in many cases, much in excess of the price brought by the same grade today. Our markets of today want twelve to twenty-four inch stems, with heads in proportion. The average fifteen-inch rose is the standard grade, and for extra-long stems it is hard to realize a premium that makes the production of this special stock popular with the producer.

"Given an average market calling for an average quality, the question of variety must enter seriously into the planting plans of the grower. Briefly let me review today's roses:

"PILGRIM. Rather capricious as to habit of growth. Likes to be grown cool, say 58 degrees for a steady diet. Rose-pink in color, and much brighter when full grown. Much likely to suffer from black spot when grown cool, and much better in color. Exceptionally fine in many places.

"CRUSADER. Not very good in color. Most crimson roses turn blue when old, and are not very good color when they are heavy growers. This is the nature of crimson roses, and Crusader is no exception. It is the best paying rose for the grower, and yet not over-popular with the public. The best crimson rose in commerce until someone gets something better.

"MME. BUTTERFLY. A bright-colored Ophelia sport, and the best of them all, from the producer's standpoint. It grows stronger and flowers more freely than the parent. Good roses for grower, wholesaler, retailer and the consuming public.

"OPHELIA. Still good and widely known.

"ROSE PREMIER. The best dark pink, and very widely grown.

"COLUMBIA. Shares with Ophelia and Rose Premier the honor of being the most universally popular rose in America.

"DOUBLE WHITE KILLARNEY. Still at the top in white roses.

"MRS. AARON WARD. This dainty yellow rose is almost alone. Sunburst, grown in limited quantities only, leaves 'Ward' the yellow rose of commerce.

"MY MARYLAND. A warm-weather rose, but a market variety that has made money for the grower and will make money, due to its wonderful flowering ability.

"MILADY. Go West to see it right, there Milady leads the list of red and crimson roses. By the way, it seems to be coming East, and will no doubt be welcome.

"THE SPECIALTY ROSES. Hadley, Francis Scott Key, Sunburst, American Beauty, and a few others are grown in limited quantities for special markets and need not be considered in sizing up greenhouse roses as a whole.

"Let us look ahead for a short space: Montgomery grew 3,000 seedlings last year. From them, Priscilla, a big, long-budded, pink rose, will be offered for 1922. In Rotarian, Miss Amelia Gude and Freedom they have others of promise. These were raised by Lemon. The E. G. Hill Company's rose, Hill's America, deserves the name. It looks the part, and they are to be congratulated on it. I understand that 1923 will see it in commerce.

"Robert Scott & Son have a big pink seedling, Mrs. Prentiss Nichols, to offer in 1922, and there may be others to make their appearance, from all tales we hear of the beautiful light pink sports of Premier, the rainbow-colored Ophelia sports, and the Columbia sports of which there are legion, from pink to crimson in color."

---

Arnold Janiten and Ernest Kunan of Arlington, Mass., well known florists, have been sued by Mrs. Catherine Woods of Winchester, who alleges that she was poisoned by a primrose plant purchased from them and asks for $10,000 damages.

# Memorial Day Telegraph Orders

## *FOR KANSAS CITY*

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*Florists' Telegraph*
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PROMPT AND RELIABLE



## *SAMUEL MURRAY*

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**HAMMOND'S THRIP JUICE**
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for Powdery Mildew on Roses, etc.

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Gold Medal Fungicide, safe and reliable.

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Destroys Sow Bugs, Worms in Soil and Leaf Eating Insects.

**Our Products Sold by Seed Dealers**

## Hammond's Paint and Slug Shot Works
**BEACON, N. Y.**


## GROWING ROSES UNDER GLASS*

By Anthony Ruzecka

When growing roses use a good sod taken from any soil that will grow a good corn crop, laid up into piles, with from ¼ to 1/3 good cow manure, in alternate layers, in the fall a lighter soil requiring less, a heavier soil more, the compost to be thoroughly chopped down and mixed before filling into benches. At this time apply to a bench 150x4 feet, thirty pounds of either 16% acid phosphate or fine ground bone meal. Both are good and the price usually governs as to which is used. The bench is then ready for planting.

Every grower should try both grafted and own root of each novelty, unless for some reason the introducer advises otherwise, as under some conditions grafted and own root do equally well, under others either may prove superior. This should be determined by each grower for himself. Usually grafted plants will do equally well the first year, but be much better as they get older. I have seen them six and seven years old, and still very profitable. In buying plants a grower should be particular where he buys so as not to bring into his place some disease, which it will take time and money to eradicate. If doing his own propagating he should avoid all weak and sickly plants, also the best bench on the place is none too good for young stock. Grafted stock, unless grown on a large scale, can usually be bought cheaper and better, as the average grower has not the special facilities required for this work.

### Varieties Selected

Here the grower must be guided by the market to which he ships, as popular taste varies. Every grower should keep records of the number of plants of each variety he grows, also the daily cut and the money value of same. By this means he at the end of the year can know which variety is paying him, so that he can increase or decrease his plantings accordingly.

Unless a grower does this, he is only guessing at his results. Also a grower must adapt himself to his own local condition of soil and greenhouses. Many establishments have houses in which roses cannot be grown profitably in the winter. If these are used for summer roses, and rested in the winter months, they will be found to be profitable indeed, if judgment is used in selecting varieties grown.

Roses vary so as to temperature requirements that only general rules can be given. Sudden changes should be avoided. Night temperatures of 58-60 degrees, with no ventilation, suit the general run of roses. With temperatures of 62-68 degrees varying to correspond with amount of ventilation used. Days when you have watered heavy or syringed keep a little on the warm side. Days when the houses are on the dry side they are better a little cooler. Day temperatures—Cloudy days 66-70 degrees, sunny days 72-78 degrees, varying between these as houses are wet or dry, or depending on outside weather conditions.

The grower must be guided by the condition of his plants, also by his soil. But as a general rule a plant that is full of growth and healthy in a soil where the drainage is good, more harm is usually done by not enough water than too much.

The common diseases of roses can best be prevented by proper culture. In case of black spot by spraying or mildew painted on the steam pipes with sulphur, both used as preventives. In case of Aphis or green fly any of the nicotine papers, properly used with control. Thrip is best controlled by spraying the tops of the plants with brown sugar and paris green in solution. Crown gall or canker, burn the stock infected as soon as possible and do not use the soil over again as it also is infected unless first sterilized. Meanwhile quarantine the house that has it. Club root or nematodes, where prevalent, can be prevented by sterilizing the soil used or growing grafted plants, or not taking upland soil, using only lowland soil which is under water for several weeks each year, as this will be found free of it.

Where it can be had manure water is one of the best methods of feeding, as plants can actually be given just what feed they need. Only one precaution to be observed—never water dry plants with it, water these first with clear water.

Let each grower take a bench 150 feet long, divided into six equal parts, use a different mixture of fertilizer


**POTATOES AND RARE SEEDS**
**All For Two Dimes--To Introduce.**

SELECTED Seed for 10 Big Hills, earliest, hardiest, best and biggest yielding Potatoes on earth—( 650 Bus. per acre ); 10 Hills Prolific Tree Beans; 30 Hills best Pop Corn (5 kinds;) 10 Varieties Butter and Head Lettuce; 10 Fragrant Tree Ferns, a grand Novelty, and Big 25c. Flower Collection.

All Boxed and postpaid for Two Dimes or 24c. in stamps. Seeds and 30 Hills Potatoes, 50c. Seeds and 70 Hills $1. Seeds and 150 Hills $2. Seeds and 250 Hills, enough to grow 25 Bus. for $3.00, postpaid.

I give 50 Watches Free to customers.



**A. C. COOK, Seedsman, Hyde Park, N. Y.**


* From a paper read at meeting in Philadelphia.



FOR MEMORIAL DAY

**FERNS**

New Crop Now Ready

Fancy and Dagger

$3.00 to $3.50 per Thousand

**HENRY M. ROBINSON & CO., Inc.**

2 Winthrop Sq. and 34 Otis St. Boston


in each part, also keep an accurate record of production. He will then in a year or two acquire a practical knowledge of his soil requirements as to fertilizer which he can get in no other way trying out all the standard materials, as very often a high-priced material when judged by results is much the cheapest.

A modern icebox is also a necessary adjunct, as there is no use in growing good stock, if you cannot take proper care of same afterwards. In shipping and packing and handling roses, be guided by the advice of your wholesaler, as he knows from personal contact what the requirements of his particular market are.

Under the present prices of coal, only an efficient heating system should be used. If you haven't one the quicker you make a change, the quicker you will save money. Any of the greenhouse construction companies have experts who will be glad to call and suggest such changes as are needed.

In conclusion, the modern rose plant with its big iron framers, efficient heating system, and economical working conditions, has a big handicap on the old fashioned plant where conditions are usually the reverse, so it behooves a grower who would keep up to date, and meet this competition, to remodel his plant and bring it in line with modern conditions. He can get some very good ideas along these lines by visiting some of these modern places and by consulting the trouble men of the greenhouse building concerns.

Also by all means give our young men a thorough commercial education. This, combined with the practical knowledge gained by experience, will equip them for the keener competition which they will have to face.

## CHARLES F. BOYLE MARRIED

A recent wedding, which has caused much interest because of the groom's prominence in the florist trade, was that of Charles F. Boyle, president of Thomas F. Galvin, Inc., of Boston and New York, to Miss Margaret E. Collins of Arlington, Mass. Miss Catherine A. Collins, sister of the bride, was maid of honor, and Joseph F. Donnelly of Somerville was best man. A wedding breakfast and reception followed at the bride's home, 17 Linwood street. After a wedding journey the couple will make their home in Brookline.

## NEW BOOKS

ENCYCLOPAEDIA OF PRACTICAL HORTICULTURE, published by Lowman & Hanford Co., Seattle, Wash. Price $16.85.

These four volumes will be found very useful by everyone engaged in outdoor occupations. While not designed especially for the florist, it has a department in which the principles of floriculture are discussed in an expert way. The book also deals with the practical cultivation of fruits and vegetables, as well as with agriculture in general. The encyclopaedia will be found very useful as a reference book, and is evidently intended for use in Agricultural Colleges and Experiment Stations as well.


**Special Offer of Nursery Stock**

Prices F. O. B. Boston. Packing at cost. Subject to being unsold on receipt of order.

| | | | |
|---|---|---|---|
| 750 | **Amorpha** canescens. 2-4 feet. | 2250 | **Forsythia** viridissima. 2-3 feet. |
| 750 | **Amorpha** fruticosa. 2-3 feet. | 300 | **Lonicera** Morrowii. 2-3 feet. |
| 700 | **Aralia** pentaphylla. 2½-3 feet. | 1200 | **Lonicera** Morrowii. 3-4 feet. |
| 250 | **Cercidiphyllum** japonicum. 4-5 ft. | 1000 | **Lonicera** Ruprechta. 2-2½ feet. |
| 1000 | **Cornus** alba. 3-4 feet. | 1500 | **Philadelphus** coronarius. 3-3½ ft. |
| 1000 | **Cornus** sibirica. 3-4 feet. | 250 | **Philadelphus** Falconeri. 3½-4 ft. |
| 700 | **Cornus** stolonifera. 3-4 feet. | 200 | **Philadelphus** Boule d'Argent. 2-2½ feet. |
| 200 | **Cornus** stolonifera aurea. 1½-2 ft. | 400 | **Philadelphus** erectus. 3-3½ ft. |
| 2500 | **Deutzia** crenata fl. pl. Pride of Rochester. 2½-3 feet. | 150 | **Philadelphus** Magdalene. 3½-4 ft. |
| 2000 | **Deutzia** crenata rosea. 2½-3 ft. | 1000 | **Pyrus** arbutifolia. (Aronia.) 3-4 feet. |
| 250 | **Euonymus** europaeus. 2½-3 ft. | 700 | **Sorbaria** glabrata. 2½-3 feet. |
| 1000 | **Forsythia** Fortunei. 3-3½ feet. | 1000 | **Spiraea** callosa. 2½-3 feet. |
| 1600 | **Forsythia** intermedia. 3½-4 ft. | 100 | **Spiraea** Douglasii. 2-3 feet. |
| 700 | **Forsythia** intermedia aurea. 3½-4 feet. | 1000 | **Spiraea** opulifolia. 3-4 feet. |
| | | 150 | **Spiraea** opulifolia aurea. 3-4 ft. |

We also have Azaleas and Kalmias to offer. If interested, state your requirements.

COCOANUT FIBRE. Wholesale and Retail Prices on application.

**R. & J. Farquhar Company**

**6 South Market Street, Boston, Mass.**

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I have been interested in some seed packages just received from the Julius Roehrs Co., of Rutherford, N. J. These packets show much originality and should please and gratify the firm's customers, for they are both useful and ornamental, even after the seeds have been removed. The envelopes are printed in different dainty colors and carry in large plain type the name variety of the flower. When run through short sticks, and these sticks are also supplied by the concern, they form garden markers which are most attractive. Incidentally, directions for planting the seeds are given on the backs of the envelopes so that they are doubly useful. It was a happy thought on the part of the Roehrs people to put out these unique and unusual envelopes.

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The more I think about the display of native orchids which Mr. A. C. Burrage staged at Horticultural Hall, in Boston, the more I am impressed with the remarkable character of that exhibition. Its conception was little less than an inspiration, and it was carried out with an attention to detail which has set a new pace for horticultural societies throughout the country.

It was, of course, the most unique show of the kind ever made in this or any other land. In fact, nobody else, I suppose, ever has thought of getting together such a collection of native orchids, at least on such a large scale. And surely the idea had never been conceived of bringing the woodlands, the bogs and the meadows into a hall so that the plants might be seen just as they grow under natural conditions. It was a big undertaking, and a costly one, no doubt, yet Mr. Burrage was well repaid, I am sure, by the record breaking attendance, and by the extreme interest and apreciation shown by those who went through the hall. The attendance itself was a big surprise, for in spite of the inclement weather the crowds were so big on Sunday that a new exit had to be cut through the woods in order that the people might pass out more easily. Really, the crowds were too big on that day to see the flowers to advantage.

The show was well advertised, and Mr. Burrage did a thoughtful act when he sent thousands of invitations to school children. The children came, too, with their teachers, and the pleasure which they found in the show was reflected in their eager faces and shining eyes.

It isn't necessary to mention in detail the different native orchids shown. Not only were they there by the hundreds, but they were remarkable for the size of the clumps and the number of the flowers borne. It must have taken weeks of patient search to find the plants in the first place, and after they had been located, they had to be carried to Beverly, where they were frozen and set away in cold frames until taken in to heat and forced for the show. Mr. Douglas Eccleston, the superintendent, and his assistants, had to figure more or less in the dark as to the length of time which would be required, and in a few cases the flowers were not ready in time. For the most part, though, the figuring proved exact. Perhaps the fact was not commonly realized, but here, flowering at



MR. A. C. BURRAGE



**Azalea Poukhanense at the Arnold Arboretum**

the same time, were plants that naturally opened their blooms over a season running all the way from April to September. It is not surprising that gold medals were awarded to Mr. Burrage and Mr. Eccleston.

If I am not mistaken, what Mr. Burrage did in this instance is only a forerunner of other big undertakings along somewhat similar lines. Mr. Burrage has become exceedingly enthusiastic in his efforts to preserve the wild flowers of New England, and I believe that future generations will owe him a great debt for his work along this line.

### EARLY BLOOMING AZALEAS

On April 23rd the first Azalea flowers in the Arboretum opened on the Korean Rhododendron yedoense var. poukhanense, better known as R. poukhanense, which last year was in bloom on the 10th of May. It is a very hardy shrub widely distributed in Korea from the neighborhood of Seoul southward, and grows generally in open pine-woods and on grass-covered slopes where it forms dense mats rarely more than three feet high, although in more shaded positions it is occasionally as much as six feet tall. Here in the Arboretum in full exposure to the sun it forms dense mat-like bushes from two to two and a half feet tall and three feet or more in diameter. This Azalea is perfectly hardy in the Arboretum where it first flowered in 1914. The flowers are clustered, with a rose or rosy purple corolla, and are more fragrant than those of any other Azalea in the Arboretum collection. The color of the flowers does not harmonize with that of other Azaleas which bloom at the same time, and the plants are therefore best kept away from other Azaleas. Azalea yodogava (Rhododendron yedoense), which in recent years has been sent in large numbers from Japanese nurseries to the United States and Europe, is a double-flowered form of the Korean Azalea.—Arnold Arboretum Bulletin.




Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass than occur with hard putty. Last longer than putty. Easy to apply.


### CULTIVATING WILD FLOWERS

There are some of us who visit our gardens as a lady visits a florist's. Some friend is to lunch with her and she wishes a few flowers to decorate her table. There are others who wish a pretty effect of flowers in their gardens through the summer. There are still others who like to work and fuss among their plants as a mother works among her children in the nursery, watching their different traits and idiosyncrasies. To such as these the cultivation of plants brought in from the fields and woods has its special fascination.

We seem to do almost creative work among these plants for they change their character under our fostering care. It was a proud day for Hillcrest when its first award came from the Massachusetts Horticultural Society for exhibiting a little anemone nemorosa which in our garden soil had grown so that there was a pretty little rosette in the center of the white-petaled flower. Hepaticas, too, had responded to our care so that we have been able to force them into bloom in our cold frames, and this spring among the mauve and white hepaticas growing by our wood road is a beautiful rose-colored one. The little dicentra cucullaria grows larger in our garden than in the woods, and the dicentra formosa begins in early spring to flower and keeps in blossom through the summer.

Some plants are shy to bloom in strange places. The arbutus likes its own abiding place. Some sods of this which had been sent me from New Hampshire did well till this spring when there were few flowers among their leaves. We need to study the ways of the wild flowers to have success with them. For this reason we feel that many people will be interested to know of the opportunity they will have to question Mr. Kenneth W. Gillett in his talk on The Cultivation of Our Native Flowers on Saturday and Sunday afternoons, May twenty-eighth and twenty-ninth, at Horticultural Hall at three o'clock. Anyone familiar with the catalogues which Mr. Gillett and his father have been sending out from their Wild Flower Garden in Southwick, Massachusetts, will feel that Mr. Gillett will be able to answer the questions they want to ask him. For in this catalogue we are told what plants require dry soil and which do better when planted by a brook. He also tells us whether they need half shade or sunshine.

We hear much today about protecting our wild flowers. When we learn


FRENCH HYDRANGEAS

Re-Selected stock of Bouquet Rose, General DeVibraye, E. Mouilliere 10 per cent White, Pink and Blue, about equally divided.

Rooted Cuttings, $4.00 per 100; $35.00 per 1000.

2¼-in. pots, $7.50 per 100; $65.00 per 1000.

The following varieties, separate and true to name:

| | 100 | 1000 |
|---|---|---|
| Attraction, 2¼" .... | $14.00 | $120.00 |
| Baby Bimbenet, 2¼" | 10.00 | 90.00 |
| Gen'l deVibraye, 2¼" | 10.00 | 90.00 |
| Lilian Mouilliere, 2¼" | 10.00 | 90.00 |
| Rene Gaillard, 2¼" . | 12.00 | 100.00 |
| Trophee, 2¼" ..... | 18.00 | |

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Wholesale Plantsman
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McHUTCHISON & CO.
Offers From Storage
VALLEY PIPS, Dutch or German type, in case lots of 2500 pips.
LILY BULBS, Giganteum 6-8, 8-10, 9-10, Magnificum and Rubrum 9-11.
BAMBOO CANES, Japanese and domestic, natural and dyed green, all sizes.
RAFFIA, natural and colored, 25 lbs. up.
SUMMER SHIPMENT
FERNS IN FLATS—July-August shipment.
DRACAENA CANES—May shipment.
PALM SEEDS, Kentia, Belmoreana and Forsteriana, Cocos Weddelliana, etc.
FALL SHIPMENT
DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and GLOXINIAS, etc., etc. Write for prices stating your requirements.
McHUTCHISON & CO.
95 CHAMBERS ST., NEW YORK

HAIL STORMS
In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection.
Address
JOHN G. ESLER, Sec.
Saddle River, New Jersey

to love and care for them there will be no need of extra legislation. Let us grow the wild flowers so that we can return them to our woods.

We may also on these two days at Horticultural Hall learn the names of some of our wild flowers which will be on exhibition labeled, while we hope that miniature rock gardens will be sent in showing how these flowers grow. It is one of the free exhibitions of the Massachusetts Horticultural Society.

M. R. CASE.

Hillcrest Gardens, Weston.
April 27, 1921.


**DELPHINIUM BELLADONNA, 2¼ inch**

Strong Plants Ready Now ..... $6.00 per 100—$55.00 per 1000

DRACENA INDURSA

2¼" @ $6 per 100—$55 per 1000
3½" @ $20 per 100
4" @ $25 per 100
5" @ $45 per 100

NEW CHRYSANTHEMUM

Nicholsons Yellow Frost. Yellow Sport from Early Frost. Will take the place of Golden Glow. Good Color—Very Early and Easy to Grow. Rooted Cuttings $15.00 per 100—$120.00 per 1000

**L. J. Reuter Co.**

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**AS SURE AS YOU ARE A FOOT HIGH**

many items will be out of the market just when you want them. So why not get our Bulletin right now—a postal card with business address will bring it—and you must be interested in the following:

APPLES, a general list—good kinds too.
PEARS, big quantity Bartlett. Also other varieties, 3 yr. old. Fine for retail trade.
DWARF PEARS too, at right prices.
PEACHES, take no back seat in growing this item. Lots of Elberta, Carman and J. H. Hale.
ORNAMENTAL TREES, Norway, Silver and Ash Leaf Maples, from 6 ft. up to 15 ft. high.
EVERGREENS, about cleaned out, except Arbor Vitae—a good quantity from 12 in. up to 6 ft.
CHERRIES, not long on—mostly sour varieties.
AMPELOPSIS VEITCHII, strong 2 yr. grade. Also Seedlings at very low prices.
ORNAMENTAL SHRUBS, you should see our list before you buy.
ROSES, Climbing and H. P., a long list of scarce kinds.

Please let us hear from you if you want SERVICE and GOOD STOCK this Spring.

*WE CAN SERVE YOU RIGHT*

**C. R. BURR & CO.**

**Manchester -- -- Connecticut**

"We sell to the trade only. We do not sell to planters and gardeners at wholesale prices."


## S. A. F. &O. H. Department

### NATIONAL PUBLICITY CAMPAIGN

The Publicity Committee is at the present time concentrating its attention upon plans to continue the national advertising as soon as possible. The slogan "Say it with Flowers," as all know, became pretty well established through the first three years of our campaign, becoming an asset to the trade of very considerable worth. This asset should not be jeopardized, hence the committee's desire to resume magazine advertising at the earliest possible date.

The committee believes it due to the subscribers that the sums paid into the campaign fund be publicly recorded, therefore hereafter will furnish the trade papers regularly with lists of subscribers, with the amounts actually paid into the fund, instead of the amounts of subscriptions guaranteed. Such a list is now sent to the trade press, showing total receipts since January 1st last, amounting to $21,525. Bills are going out to subscribers who are delinquent in respect to their guarantees, and the committee urges that remittances be made to the secretary without delay. Nothing but the need of funds is holding the campaign back, and it is not believed that those who are in arrears want to hamper the work.

It might be pointed out that, although the sum mentioned as received since January 1st is rather large, it should be remembered that it had to be drawn upon to meet obligations incurred by the committee in connection with the last advertising, and also to clean up the contract made for billboards. The latter expense, however, forms an asset which will be realized upon to the full, as billboard sales work off the stock on hand. When all are disposed of these will be live advertising in force of inestimable value, and which has cost the campaign little or nothing.

Incidentally, it may be said that another effort is to be made right away to get personally in touch with prospective subscribers. J. Fred Ammann starts about May 8th on a trip to cover fifteen of the largest cities in the west, with the idea of forming in each allied florists' associations to cover district territory, which will engage in publicity work and turn in to the national campaign fund a liberal portion of the subscription collected,

for national publicity, using the remainder for local publicity. This plan has already been tried, and with success, associations already formed in Chicago, St. Louis, Buffalo, New York and Portland, Ore., contributing a percentage of their funds to the national movement.

### National Flower Show

The guarantee fund covering the Fifth National Flower Show, Cleveland, 1922, is nearly complete, only about $1000 more being required. The following are additional subscribers to the fund, which now amounts to $18,962:

| | |
|---|---|
| Previously reported | $16,297.00 |
| Elmer J. Weaver, Ronks, Pa. | 50.00 |
| Wm. L. Rock Flower Co., Kansas City, Mo. | 200.00 |
| N. B. & C. E. Stover, Terre Haute, Ind. | 100.00 |
| Jerry Brookins & Son, Orchard Park, N. Y. | 100.00 |
| Schloss Bros. Ribbons, Inc., New York City | 250.00 |
| Schiller The Florist, Chicago, Ill. | 500.00 |
| Hugh S. Will, Minneapolis, Minn. | 200.00 |
| Hammonds, Beacon, N. Y. | 150.00 |
| Feltons Jr. Flowers, Inc., Cleveland, Ohio | 50.00 |
| H. Plath, San Francisco, Cal. | 100.00 |
| B. Katzwinckel, Medota, Ill. | 10.00 |
| R. Witterstaetter, Cincinnati, Ohio | 100.00 |
| S. A. Anderson, Buffalo, N. Y. | 100.00 |
| Wm. N. Craig, Brookline, Mass. | 100.00 |
| Joseph Traudt, Canajoharie, N. Y. | 100.00 |
| Chas. Schwake & Co., Inc., New York City | 100.00 |
| Perez S. Burr, Freeport, Me. | 5.00 |
| Valentin Burgevin, Inc., Kingston, N. Y. | 100.00 |
| Hentz & Nash, Inc., New York City | 250.00 |
| J. F. Anderson, Short Hills, N. J. | 100.00 |

The secretary has prepared a floor plan covering the area set apart for the trade exhibits, and copies of it will be distributed very shortly. It must be borne in mind that the space rental, $1.75 per square foot, will include railing, background, and the official sign. It is the idea of the committee to have the exhibits at this show uniform in appearance to enhance the decorative effect of the show. At other shows the irregular appearance of the trade exhibits has greatly marred the beauty created by the competitive exhibits, resulting in criticism which should not be forthcoming at any show inaugurated by florists.

Considerable interest is already shown in the competition for the Grand Capital Prize, several entries already being promised. At the next meeting of the committee, regulations as to dimensions of exhibits will be decided upon, and opening and closing dates for entries fixed. It is expected that a meeting of the local executive committee will be held in Cleveland within the next two or three weeks, at which the chairman and secretary of the National Flower Show Committee will be present. Much important business will be transacted at this meet-

JOHN YOUNG, Sec.


Forcing Bulbs



IMPORTED. DOMESTIC. COLD STORAGE.

For every month in the year we have something to offer the grower. Prompt shipments on seasonable stock. Information and prices on future crops maturing. WRITE US

CHICAGO Vaughan's Seed Store WRITE OR CALL NEW YORK

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

WELCH BROS. CO., 262 Devonshire St., Boston

Tel. Main 6267-5948

We Are Headquarters for The BEST OF EVERYTHING in

PEAS, BEANS, CORN AND VEGETABLE SEEDS

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO. Cambridge, N. Y.

"SEEDS WITH A LINEAGE" ALL VARIETIES

Thoroughly tested at our trial grounds, Raynes Park, London, England. Send for Catalogue.

CARTERS TESTED SEEDS, INC.

166 Chamber of Commerce Bldg., Boston, Mass.




FLOWER SEEDS and BULBS

FOR THE FLORIST

Antirrhinum Begonia Calendula
Candytuft Centaurea Cobaea Cosmos
Dracaena Lobelia Marigold

Petunia Salvia Stocks Primula
Sweet Peas Verbena Gladioli Gloxinia
Canna Dahlias Caladium Hardy Lilies

FOTTLER, FISKE, RAWSON CO.

12 and 13 Faneuil Hall Square BOSTON, MASS.

# —HORTICULTURE—

Established by William J. Stewart in 1904

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EDWARD I. FARRINGTON, Editor

ADVERTISING RATES:

Per inch, 30 inches to page ..... $1.50

Discount on Contracts for consecutive insertions, as follows:

One month (2 times), 5 per cent; three months (6 times), 10 per cent; six months (12 times), 20 per cent; one year (24 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

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One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**Memorial Day.** All indications point to a successful Memorial Day trade. In spite of the fact that business conditions are badly upset the public continues to buy flowers with a persistency that sometimes surprises even the florists themselves. Perhaps the campaign of publicity which has been carried on for the past few years is bearing fruit to a greater extent than is commonly realize. Perhaps the revulsion from the war-time strain is still being felt. Whatever the cause, the demand for flowers remains remarkably good, and the florists are reaping the benefit. While stocks are more plentiful than a year ago on the whole, some growers find themselves with fewer plants than a year ago. For example, we were told only a few days ago by R. Vincent, Jr., and Sons that they have less stuff to offer just now than in any previous year at this time. In fact, they are entirely sold out of some varieties.

Memorial Day will probably see many more outdoor plants ready than is usually the case. The early season in some sections has brought them along several weeks ahead of the average date. Indeed, there seems to be a possibility in New England that the lilac will be gone by May 30, although the cool weather of the past week has held them back.

Mothers' Day trade was reasonably good, but varied greatly in different sections. In some cities this event has assumed considerable importance, while in other places it is allowed to pass almost unnoticed. Much depends upon the way in which it is advertised.

**Special Advertising.** Whether any special occasion like Mothers' Day or Memorial Day is to prove a success from the viewpoint of the flower merchant lies mostly with the trade itself. Of course a certain amount of business will be obtained without any special effort, but if these occasions are to prove as profitable as they can be made, there must be intelligent and concerted advertising on the part of producers and retailers alike. It will not do, either, for one branch of the trade to sit tight with the hope or expectation that some other branch will do all the work and meet all the expense, and yet let them slip in on the profits. If there is anything which demands cooperation all along the line it is in putting over a publicity campaign. It would seem that the Western cities have been more progressive along this line than those in the East, but the latter are gradually waking up. Providence, R. I., a city which contains a great number of growers and retail florists, but is sadly lacking in organization, is making the experiment this year of going into the papers on special occasions. If we are not mistaken, W. A. Bowers has been the leader in the movement. At any rate the trade was lined up for an excellent display in the photogravure section of the Providence Journal previous to Mothers' Day, and we understand that larger copy and with a different setting is to be used for Memorial Day. "Progressive Providence" is too good a slogan for the florists of that city to lose sight of. With organization and proper cooperation they can do much to stimulate their business.

After all, though, the practice of advertising only on special occasions is not a good one. As the growers are likely to point out, they can get rid of their stock on such occasions without much difficulty anyway. What they seek is a way to dispose of their stuff when the market is dull and a surplus accumulating. The answer is still advertising, but handled in a different way. There is no reason why a demand cannot be stimulated at any time, if the right methods are followed. And that is what the industry needs—methods which will cause people to buy when the market is normally dull, and yet without breaking the market to such an extent that difficulty will be found in getting reasonable prices later on.

**Coat Flowers.** Florists are happy to note the returning popularity of the boutonniere. Much has been made of Pres. Harding's alleged promise to wear a white carnation throughout his term of office. Whether he made any such promise or not, the newspaper reports will have a tendency to induce a freer use of buttonhole flowers. Across the water the Prince of Wales has revived the fashion of wearing flowers in the buttonhole, and if the florists' associations in both countries are alert enough to get paragraphs in reference to this matter into the society magazines and to have buttonhole flowers displayed attractively in the windows of the retail florists, there is no reason why the demand for carnations, roses, bachelor buttons, etc., on the part of men should not make rapid growth.

**Notes in Passing.** H. D. Schiller of Chicago is a florist who has learned how to collect his bills. He has worked out a scheme which seems to approach perfection and is to be congratulated. There are localities where a florist business has to be done almost entirely on the credit system. And those are the localities where collections are usually hardest. Yet if they can be made promptly, profits are sure to be good. Mr. Schiller's methods are worth studying.

We do not know anything about the Flower Lovers' Club of Santa Clara County, California, but it would seem to be such an organization as florists would like to see established in every community. According to a statement of the president of the club its objects are to promote the use of cut flowers, as well as potted plants, in hotel lobbies, public and private offices and in business show windows generally. The objects are most worthy, we must all admit. May more clubs of this sort be formed.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
ALBERT H. AMLING CO., Maywood, Ill.
DUCKHAM-PIERSON CO., Madison, N. J.
ROWAYTON GREENHOUSES, Rowayton, Conn.
MILLER FLORAL CO., Farmington, Utah
WELLWORTH FARM GREENHOUSES, Downers Grove, Ill.
A. S. BURNS, JR., Spring Valley, N. Y.
ROBT. SIMPSON, Clifton, N. J.
CHAS. H. TOTTY CO., Madison, N. J.
NOE-RUZICKA CO., Madison, N. J.
WM. H. ELLIOTT CO., Madbury, N. H.
ANTHONY RUZICKA, Madison, N. J.
W. J. PILCHER, Kirkwood, Mo.
JOS. HEACOCK CO., Roeloffs, Pa.
WENDLAND & KEIMEL, Elmhurst, Ill.
JOY FLORAL CO., Nashville, Tenn.
ROBERTS ROSE CO., Denver, Colo.
GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. CODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## BUSINESS CONDITIONS DISCUSSED

### Arthur Niessen Talks to the Lancaster County Florists' Association

At the last meeting of the Lancaster Co., Pa., Florists' Association, Arthur Niessen, of Philadelphia, was the speaker. He opened his remarks with "What's the matter with our business?" answering the question with "Nothing." He said in brief that we should be more than satisfied with our business when we stop to compare it with other lines, using as illustrations the large lines of leather, which had a surplus of 32,000,000, all of which had disappeared in 18 months; copper, with an income tax of between two and three hundred million, now none; farm products, the price of which has been cut in two.

"No such conditions exist in the florist's business," he continued, "as fortunately for us our stock is perishable and has to be disposed of as produced, leaving no surplus of high priced merchandise on our shelves to be disposed of at a loss.

"Our prices today are in a healthier condition than previous to the war, high enough to legitimately take care of the increased costs of production.

"In nearly all lines of business today there are men being laid off, shops working part time, while we are adding to our working forces and increasing, rather than decreasing, our production, and not decreasing the pay of our employees. This fact will go a long way to take us out of the 'non-essential class,' where we were relegated during the war.

"The increase in glass area for the past year has been low, only 5%, but idle greenhouses were again put into use and production increased. Every month of the past year, excepting February, showed an increase in business over the year preceding it in the Neissen establishment.

"Without any increase in the glass area which is not needed, increased production should be followed up by every grower and the waste places which are found in almost any establishment be made to produce good stock. Good stock always sells; it is the poorer grades of stock that keep the market price down in a wholesale way.

"Bulbs the past Easter were badly overdone owing to the fact that the bulb men loaded up everyone to full capacity, many men who never grew bulbs going into them heavily. Others with a market for 500 planted 50,000, the result naturally being a loss, where if the grower had consulted with his commission man this loss could have been averted. Side lines for specialists are not usually a good thing as they are often neglected and the result is a lot of poor stock that helps break the market.

"After producing stock the next thing is to sell it and the way to sell it is to advertise. Advertising without unity is of little value. The grower, who is at present supplying about 80% of the money used for this purpose, should have more of a voice in the spending of the money. When flowers are plentiful the public should be made aware of this fact, so that customers who got a very small lot of flowers at Easter for ten dollars would know that they could now get just as many or more for half to one-third of that amount. When flowers are scarce and higher priced, use facts in your advertising, telling the public the amount of coal, labor and care it takes to produce the flowers and the public will respond with their trade.

"Co-operation in selling is not possible as supply and demand will govern the market every day of the year. The store man and the street fakir are going to buy as cheaply as they can, and the grower who is wise will help with his money and his counsel in creating a market for his products, the same as the California orange men have done with their Sunkist oranges. Some years back Gardenias were coming into Philadelphia in quantity and the stores did not push their sales, so that in self-defense the commission men had to put them out to the street fakirs, with the result that Market and Chestnut streets were lined with Gardenias. In a few days the store men were clamoring for them to supply the demand from their better class of customers."

A rising vote of thanks was tendered Mr. Neissen for his very valuable talk.

ALBERT M. HERR.


LAWN GRASS SEED
FIELD SEEDS BIRD SEEDS
**J. Oliver Johnson**
1805-09 Milwaukee Ave.
CHICAGO, ILL.
W. A. KENDT, 60 W. 65th St., N. Y.

**Garden Seed**
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
**S. D. Woodruff & Sons**
82 Dey St., NEW YORK
and ORANGE, CONN.




# INCREASE YOUR PROFITS

## Order Bench Plants Now

Immediate or Later Shipment

**BIG DEMAND—FINE STOCK**

2- and 3-year old Bench Plants

| | 100 | 1000 |
|---|---|---|
| Russell | $16.00 | $150.00 |
| Milady | 15.00 | 140.00 |
| Ophelia | 12.00 | 115.00 |
| Sunburst | 12.00 | 115.00 |
| White Killarney | 12.00 | 115.00 |
| Pink Killarney | 12.00 | 115.00 |
| Columbia | 18.00 | 175.00 |
| American Beauty | 20.00 | 190.00 |
| **Young Rose Plants** | | |
| White Killarney, 3-in. | $12.50 | $115.00 |
| Pink Killarney, 3-in. | 12.50 | 115.00 |
| Ophelia, 3-in | 12.50 | 115.00 |
| Richmond, 2½-in. | 11.00 | 105.00 |
| Columbia, 3-in. | 16.50 | 150.00 |
| Mrs. Russell, 3-in. | 16.50 | 150.00 |

In ordering please state if we may substitute other varieties if necessary.

**M. C. GUNTERBERG**

Wholesale Florist

State and Randolph Sts., Chicago, Ill.


### THE IRIS

**Some Present Favorites and the Future Prospects**

By Sidney B. Mitchell, California.

Should I be asked to make a selection of a dozen thoroughly good, yet not so very expensive, tall bearded irises, it would probably include Pallida dalmatica, still unsurpassed; Juniata, a taller, darker, and very graceful pallida; Mandraliscae or Violacea grandiflora for a darker blue; Iris King, all things considered, the best gold and brown; Prosper Laugier, a brighter squalens than Jacquesiana and an equally good grower; Jeanne d'Arc, the best lightly fringed plicata; Quaker Lady and Eldorado, two free-flowering blends, particularly attractive in association; Archeveque, a rich red bi-color very given to fall as well as spring blooming in California; Isoline, in spite of its shy blooming and its poor summer foliage; Caterina, a good grower with fine flowers here; and, least to be omitted, the giant Alcazar.

Among such later novelties as I have seen I have several favorites. Shekinah's pallida growth and fine pale lemon-yellow coloring are all that is claimed for it and establish a new standard for yellows. Avalon in its combination of fine size, shape, substance and color is not equalled and I am glad to be able to report as well that it is proving a fine grower here. This and Madame Durand are the best new irises I saw last season, but they do not compete, as the latter is a Ricardi hybrid, of very tall, branched growth, with huge flowers somewhat like a pale Eldorado, a striking and unusual color. Leverrier, also a Ricardi hybrid, of very tall, branched growth, with huge flowers somewhat like a pale for California, but are not likely to do well in sections where Caterina does not grow and flower well. This is also true of Lady Foster, which I much prefer to Crusader, and of the tall Kashmir White, which in California is far superior in every way to such albino variegatas as Innocenza, White Knight, or La Neige.—American Iris Society Bulletin.

### DEATH OF MRS. PERCY R. RIGBY

We regret to announce the death of Mrs. May Fort Rigby, wife of Percy B. Rigby, vice president of the S. S. Pennock Co., and manager of the New York office. Mr. Rigby has the sympathy of the trade in his loss.


# MICHELL'S FLOWER SEEDS

| | ⅛tr. pkt. | Tr. pkt. |
|---|---|---|
| **Calceolaria** | | |
| Grandiflora, Tall Mixed | $0.60 | $1.00 |
| Grandiflora, Dwarf Mixed | .60 | 1.00 |
| **Cineraria** | | |
| Grandiflora, Prize Dwarf | .60 | 1.00 |
| Grandiflora, Prize Med. Tall | .60 | 1.00 |
| Stellata Hybrida | .60 | 1.00 |
| **Primula Chinensis** | | |
| Alba Magnifica | .60 | 1.00 |
| Chiswick Red | .60 | 1.00 |
| Duchess | .60 | 1.00 |
| Holborn Blue | .60 | 1.00 |
| Kermesina Splendens | .60 | 1.00 |
| Rosy Morn | .60 | 1.00 |
| Prize Mixture | .60 | 1.00 |
| **Primula Obconica Gigantea** | | |
| Lilacina, Lilac | | .50 |
| Kermesina, Crimson | | .50 |
| Rosea, Pink | | .50 |
| Alba, White | | .50 |
| Hybrida, Mixed (1/32 oz. $1.25) | | .50 |
| **Primula Obconica Grandiflora** | | |
| Fimbriata, Mixed | | .50 |
| Vesuvius, Deep Crimson | | .50 |

ALSO ALL OTHER SEASONABLE SEEDS AND SUPPLIES

**Send for our wholesale catalogue and price list**

**HENRY F. MICHELL CO.**

518-516 Market Street

Philadelphia, Pa.


## George Watson's Corner

"You in your small corner and me in mine."

"For he knew the world was round,
Ho! Ho!
And he knew it could be found,
Ho! Ho!
That geographic, haughty, hoary
Navigator gyratory—
Cristopher Colombo."

Something like the foregoing is the chorus of a lively little ditty we have often heard sung in convivial gatherings, and hearing them again recently, they suggested the following rambling paragraphs:

---

What happened twenty-five years ago is in some ways a little thing and yet, in many ways, often interesting. For instance, on a June day, 1893, we find the lineal descendant of Columbus (who discovered America) sitting in Philadelphia and telling the boys that Columbus was a farmer, and that, up to the present minute, his successor, also, was a farmer. At that time we


**BUY NOW**

Cyclamen, best varieties, 2¼" $ 8.00 per 100
3" 15.00 per 100
3½" 25.00 per 100
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were all very much interested. But how many of the present generation get a chance to think of these fine glimpses of the past. For their benefit we will quote the Duke's remarks as he gave them to a gathering in Philadelphia on the occasion of his visit:—

"It gives me great pleasure and it is indeed an honor to the descendants of Columbus to meet here today such distinguished persons who so well represent the City of Brotherly Love that is one of the greatest centers of wealth, industry and commerce, of your wonderful country, and at the same time the cradle of its independence and of all the liberties of the American people. The kind welcome of the Farmers' Club has been very delightful to me, because I also am a farmer, doing my best to increase the wealth of my native land. You may rest assured that though the sad moment of leaving America approaches for me I have learned to admire you so much and highly that though I may leave, my heart will remain with you."

So, when we think of old Christopher, it is well to remember that he was not only a great navigator but a farmer also, and I have no doubt that if he were alive today he would be a florist also, and an enthusiast in the American Rose Society. J. Horace MacFarland would be after him right away and would treat him with much more consideration than old Queen Isabella did. And if one of Columbus' descendants comes along soon again there will be more than the Farmers' Club and men like A. J. Cassatt and George W. Childs and the rest of those farmers, to do him honor.

What was happening twenty-five years ago—well, say—we think we are live and progressive today; but they also were the lively bunch then, believe me! John Burton with his "American Belle"; Edwin Lonsdale with his "Helen Keller"; Tom Galvin with his "Lawson," and all the lesser lights following suit—believe me—it was

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some live arena. Of course, that is all past history now but the point I want to make to the boys of the present day is—come on—now it's your turn—go them one better.

On the whole, I think the boys are doing it. They have marked the hole their fathers set, and, starting from that, I can see many noticeable advances in various parts of the country, and from many given directions, all of which lead to the upward and onward in the development of horticulture.

The rose men, especially, have been keeping themselves in the forefront and leading the floral procession in magnificent style. The grand exhibitions they have been giving us in recent years have been an incentive to the upward and onward, and of great value not only to the trade but to the general public. Their literature also has been of a high character and of great value. The latest edition of the Rose Annual (1921), which has just reached my desk, is the best yet—and that is saying a good deal for the previous editions for many years have been of a very high character. Those who wish a copy of the new book—it is a finely illustrated volume of 192 pages—should write at once to John C. Wister, secretary American Rose Society, 606 Finance Building, Philadelphia, for full particulars, before the edition gets exhausted.

There are splendid articles by experts from all over, numerous beautiful plates of roses and rose scenes, etc., and fine portraits of those two great old rose heroes—Gurney Hill and John Cook. If for nothing else than mementos of those two, the book is worth its weight in gold for all who know the men.

C. H. Macubbin is the grass expert at Dreers. When you want to find out any fine point about St. Augustine or any other little known native grass species from Maine to California, from the North Pole to the Equator, the archives are there ready to hand, the accumulation of a lifetime's experience. And all freely and cordially extended. When in doubt, see Mr. Macubbin. No matter if it is Palm Beach or Bar Harbor—you can have a good lawn in either, if you only use the right species. And, believe me, you don't learn all that in one day. It takes a lifetime.

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## IRIS PRICES IN AMERICA AND EUROPE

In the April number of The Flower Grower Mr. John C. Wister has an explanation of the difference in price between iris plants in this country and abroad. Mr. Wister says:

"It is true that prices in this country have always been relatively higher on account of the great cost of growing, chiefly due to the high prices paid unskilled nursery labor, but the discrepancy in prices is now particularly marked because foreign importations are practically cut off by Quarantine 37.

"As a member of the Committee opposed to the quarantine, I have repeatedly shown that the chief result of Quarantine 37 was that of a protective tariff to the growers, and it is for that reason alone that most nurserymen uphold the quarantine.

"In a statement dated February 25th, Dr. C. L. Marlatt, Chairman of the Federal Horticultural Board, denies all the charges brought by our Committee and states that only amateurs are opposed to Quarantine 37, and that all horticultural and nursery interests appreciate the need of this quarantine. He neglects to state they uphold it for reasons not at all connected with plant pests, but for the reason that they can charge higher prices to the public.

"It is true that the iris may be and is being brought in under special permit with more success than other classes of plants, which are more difficult to ship, but the quantities coming in are so small that prices will remain high for a long time.

"As to the varieties mentioned especially in your article, some of them, like Black Prince, Caterina and Crusader, will remain high in this country for a long time, because they are poor growers, and therefore the stock

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multiplies slowly. Other varieties, like Lord of June, are increasing in price, notwithstanding the fact that they multiply rapidly, because the demand has been much more rapid than the increase in plants.

"This state of affairs will undoubtedly continue and be very harmful to the spread of gardening in this country. On the other hand, it must be remembered that unless the nurserymen can sell plants at a profit they will not continue to grow them."

## MARKET

This has been a growers' market and the growers have made the most of it. Mothers' Day demand was keen and top notch prices were charged. The public grumbled a little and some of the retailers complained, but, nevertheless, the demand cleaned up all the stock. In Boston carnations sold at .15. Sweet peas, although not very good, sold quickly at from $1 to $3 per hundred. Snap Dragons were plentiful but in good demand at from $1 to $2.50. Roses have sold from .08 up. A few Peach Blossom and Blushing Bride gladioli came into the market the past week. Lilies have been in good demand, not so much for the Mother's Day market, however, as for church use, especially in the Catholic churches, and the prices varied from $1.50 to $3.00, according to the demand on the special day.

With Mother's Day out of the way florists are looking confidently ahead to Memorial Day. The dark weather has been holding things back but a week of sunshine should have most of the stuff in good shape for the holiday.

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Save your plants and trees. Just the thing for greenhouse and outdoor use. Destroys Mealy Bug, Brown and White Scale, Thrips, Red Spider, Black and Green Fly, Mites, Ants, etc., without injury to plants and without odor. Used according to directions, our standard Insecticide will prevent ravages on your crops by insects.

Non-poisonous and harmless to user and plant. Leading Seedsmen and Florists have used it with wonderful results.

Destroys Lice in Poultry Houses. Fleas on Dogs and all Domestic Pets. Excellent as a wash for dogs and other animals. Relieves mange. Dilute with water 30 to 50 parts.

½ Pint, 30c; Pint, 50c; Quart, 90c; ½ Gallon, $1.50; Gallon, $2.50; 5 Gallon Can, $10.00; 10 Gallon Can, $20.00. Direction on package.

**LEMON OIL COMPANY**
Dept. S
420 W. Lexington St., Baltimore, Md.

**IRIS and PEONIES**

We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.

GEORGE N. SMITH
Wellesley Hills, Mass.

**DREER'S "Riverton Special" Plant Tubs**

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.



| No | Diam. | Ea. | Doz. | 100 |
|---|---|---|---|---|
| 10 | 20 in. | $1.95 | $54.15 | $412.50 |
| 20 | 18 in. | 2.65 | 30.60 | 322.30 |
| 30 | 16 in. | 2.60 | 28.50 | 220.00 |
| 40 | 14 in. | 2.10 | 23.95 | 187.00 |
| 50 | 12 in. | 1.15 | 16.50 | 126.50 |
| 60 | 10 in. | 1.00 | 10.90 | 85.25 |
| 70 | 8 in. | .85 | 8.80 | 67.10 |

**HENRY A. DREER**
SEEDS, PLANTS, BULBS AND SUPPLIES
**714-716 Chestnut Street, Philadelphia, Pa.**

# EVERTITE
## Glazing Cement

the best for glazing with "Oh Boy" Gun.

**The Excello Mfg. Co.**
Cleveland, Ohio

**Dreer's Peerless Glazing Points**
**For Greenhouses**

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

1000, 90c, postpaid. Samples free.

HENRY A. DREER,
714 Chestnut Street, Philadelphia.




WE ARE SPECIALISTS IN
**Greenhouse Glass**

Free from Bubbles
Uniform in Thickness

**PAINTS and PUTTY**

**Greenhouse White** (Semi-Paste) The Paint Particular Florists Prefer

It will pay you to get our estimates

**The Dwelle-Kaiser Co.**
251 Elm St. BUFFALO, N. Y.

**Greenhouse Heating and Plumbing**

Boiler repairing and refitting are my specialty.

With my long experience and personal supervision I can guarantee first-class work.

**D. V. REEVES**
EAST DEDHAM, MASS.

SKINNER SYSTEM
OF IRRIGATION.

**Costs You Nothing**

although you have to pay for it. It costs you nothing, because

**It Pays For Itself**

Send for facts and figures.

**The Skinner Irrigation Co.**
100 CANAL ST. TROY, OHIO



# "The More Expensive It Gets To Build A Greenhouse The Cheaper It Is To Build A Good One."

As a parting shot to one of Fritz Bahr's recent bits of philosophy in The Florist's Exchange were used the words of this advertisement's title. Haven't the pleasure of knowing Fritz, but he sure has the corn-fed brand of common sense.

When materials were low, it didn't amount to so much when a cheap house went to pieces and had to be replaced. But, with today's costs, it would mean a lot of money. But that isn't all—the present price of cypress is such that an all cypress house actually costs close to what one of our Half Iron Framers does.

Because of exactly the same reason, The Half Iron Frame costs but little less than The Full Iron Frame. So the man who puts his money into a poor construction pays a high price for the privilege of buying something of short life; when a little more added to the expenditure would give him a permanent house and a lasting investment.

The more expensive it gets to build a greenhouse, the cheaper it is to build a good one. You know we go anywhere for business, or to talk business.

Hitchings and Company

Home Office and Factory: Elizabeth, N. J.

NEW YORK
101 Park Avenue

BOSTON 9
294 Washington St.

# HORTICULTURE

Volume XXXIII MAY 25, 1921 Number 10



W. H. Wyman, Prop.
1894-1921

**IF WE ARE ANYTHING WE ARE RELIABLE**

When in need of reliable nursery stock that is well grown, well dug and well packed, send to the

**Bay State Nurseries**
**NORTH ABINGTON, MASS.**
Tel. Rockland 261



**PEONIES**

We represent the largest Peony growers in this section, and every indication points to a good supply this season of all the best commercial varieties suitable for the cut flower trade. Let us have your orders as early as possible, so that we may give same very best care and attention.

**ROSES**

**Beauties, Russells, Columbias, Premiers, Pilgrims, Ophelias, Kaiserines, etc.,** in good supply and of excellent quality. Also **Carnations, Sweet Peas, Delphinium, Snapdragon, Ten-Week Stocks, Gladioli,** and other seasonable cut flowers in variety and abundance at reasonable prices.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies. Send for Price List.

BUSINESS HOURS: 7 A. M. to 5 P. M.
We will close at noon Memorial Day. Open Sunday the 29th.

**S. S. PENNOCK COMPANY**
The Wholesale Florists of Philadelphia
NEW YORK 117 W. 28th St. PHILADELPHIA 1608-1620 Ludlow St. BALTIMORE Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

# FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time.

**NEPHROLEPIS VICTORIA.** (The Victory Fern.) A beautiful, new, crested form of Teddy, Jr., 8", $2.00 to $3.00 each.

**NEPHROLEPIS ELEGANTISSIMA.** Large Specimens, 10-in., $4.00 each.

**NEPHROLEPIS ELEGANTISSIMA COMPACTA.** 3½-in. pots, 50c each; large specimens, 8-in. $2.00 each.

**NEPHROLEPIS MUSCOSA.** 3½-in. pots, 50c each; 5-in., $1.00 each.

**NEPHROLEPIS HARRISII.** 8-in. pots, $3.00 each.

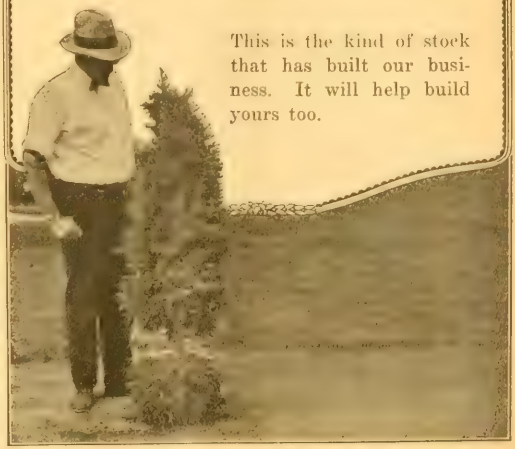
**ASPARAGUS PLUMOSUS.** 2¼-in. pots, heavy, $6.00 per hundred; 3½-in. pots, heavy, $15.00 per hundred.

**FICUS ELASTICA.** Nice plants, 6-in. pots, $1.00, $1.50 and $2.00 each.

**Packing Added Extra at Cost**

F. R. PIERSON, Tarrytown, N.Y.

WYMAN'S
Framingham Nurseries
FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# FERNS

POT-GROWN STOCK

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $50.00 |
| Roosevelt | 6.00 | 50.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii compacta | 7.00 | 65.00 |
| Verona | 6.00 | 50.00 |
| Teddy, Jr. | 6.00 | 50.00 |
| Macawii | 10.00 | 95.00 |

BENCH-GROWN STOCK

Bench-Grown Stock in the above-mentioned varieties at $5 less per thousand. Buy Bench-Grown Stock and save on express charges.

FERN RUNNERS $15 per thousand

**Henry H. Barrows**

*Fern Specialist*

264 High St., Whitman, Mass.

# CHARLES H. TOTTY

## Chrysanthemums

MADISON - NEW JERSEY

CEDAR ACRES

## Gladioli and Dahlias

Booklets Free

B. HAMMOND TRACY, Inc.,
Wenham, Mass.

## Thomas J. Grey Company

SEEDS, BULBS AND IMPLEMENTS, WHOLESALE AND RETAIL

Re-selected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON, MASS.

SEEDS AND BULBS

## Boddington's

128 Chambers St., N. Y. City


## DEFENDS THE FLORISTS

### Elijah S. Gorney Explains the High Prices of Mothers' Day Flowers

In Boston as elsewhere the newspapers had much to say this year about the high prices charged for flowers on Mothers' Day. It remained for Elijah S. Gorney of Houghton Gorney to make a satisfactory explanation and defense. In a letter to the Boston Telegram he said:

"The grower tries his hardest to have a full crop for the special holidays, such as Christmas, Easter Mothers' Day and Memorial Day. The coming of the crop depends a good deal on the weather. If we have continuous dull weather, (as was the case of the 10 days previous to Mothers' Day) the crop does not materialize, resulting in a scarcity of flowers; and as the prices in our business are wholly regulated by supply and demand, naturally the prices are higher than when we have sunny bright weather.

"Furthermore, a grower that grows carnations or roses 10 months in the year cannot cut many more than his regular cut on any day regardless of holidays. Flowers grow, whereas other merchandise is manufactured. We cannot grow additional lots for special days.

"In order to satisfy the demand growers sometimes keep their flowers on the plants for a week previous to the holiday, and as these do not last very long after they are cut, they are sold to second and third-class florists, leaving all the best grades for the first-class stores.

"The above gives you part information from a grower's standpoint, and the following is the retailer's point of view. We paid from 16 to 20 cents each for carnations, buying them by the thousand. When you consider the overhead expenses of a retail establishment, do you consider 25 cents each (which was the price in our store) too much, considering the perishable nature of our business?

"The retailer makes less gross profit when flowers are high than when they are low, as we try not to discourage flower buying with unfair prices.

ELIJAH S. GORNEY."

Boston.

## NEWS NOTES

Florists at Waterbury, Conn., supplied all the gold star mothers in that city with flowers gratis on Mothers' Day. It was a graceful act and one which won much commendation. One paper suggested that in the future the city itself should honor its gold star mothers in this manner.


# LILY OF THE VALLEY PIPS

Extra fine strain
EXHIBITION size
German "LUBECK" Pips
just arrived

Price in cases 1,000, 500, or 250 each, on application.

## J. M. THORBURN & CO.

53 Barclay Street
Through to 54 Park Place
NEW YORK CITY

WE DO NOT

# DISSIPATE

our energies on all classes of Seeds. We concentrate on

GARDEN SEEDS
and on
FARM ROOT SEEDS

Thus we personally know what we grow and we select and improve our stocks.

Place your order with Specialists

1921-22 prices now ready
Write direct to:

## Kelway & Son

*WHOLESALE SEED GROWERS*
LANGPORT, ENGLAND
Cables "Kelway Langport"

VALLEY PIPS, $37.00 per 1000 and $19.50 for 500. LILIUM RUBRUM and LILIUM MAGNIFICUM $27.50 per case. LILIUM ALBUM $30.00 per case.

## American Bulb Co.

172 N. Wabash Ave.
Chicago, Ill.

ORCHIDS

We grow and sell nothing but ORCHIDS. If you are in the market for this class of plants we respectfully solicit your inquiries and orders. Special lists on application.

LAGER & HURRELL,
Summit, N. J.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

**Vol. XXXIII** **MAY 25, 1921** **No. 10**

## THE TALK OF THE TRADE

I wonder how many florists have adopted the plan which I recently saw being worked out at the establishment of Myron Ford, in East Weymouth, Mass. Mr. Ford's greenhouse is near a cemetery, and he does a big Memorial Day business. Help isn't overabundant on this plant, though, and in former years he found it difficult, both for that reason and from lack of flowers to meet the eleventh hour orders for bouquets. Now he starts making up pans of growing plants several weeks before the date on which they will be needed. These pans are of several sizes, the small ones selling at $1.50 and the largest ones at $3.00. In some locations probably more could be obtained for them, but there is a profit at these prices. The plants used are whatever happens to be on hand, small begonias, heliotrope, palms, vinca, coleus, etc. These pots of plants look very attractive and sell readily. Many people prefer them to cut flowers, realizing that they will last much longer. Possibly the idea has been adopted by many other florists. In any event, it seems to be a good one for greenhouse men whose Memorial Day orders are heavy.

At Mr. Ford's place I also saw a splendid crop of snapdragons. At one time it seemed as though disease was going to make it impossible for florists to continue with this excellent plant, but there seems to have been little trouble experienced this season. Mr. Ford told me that his snaps were as clean as they ever had been. When well grown and in good variety, this is a flower which always makes ready sale, and is useful in many ways. One of the finest varieties on Mr. Ford's benches was the new Golden Pink, put out a year or two ago by Mr. G. S. Ramsburg, of Somersworth, N. H. This is a splendid variety, both as to color and length of stem, as well as general habit of growth. Ramsburg's Yellow on another bench near by was also making fine growth when I visited the house. The future of snapdragons seems to be as bright as it ever was.

When it comes to originality in advertising, most of us must take off our hats to Mrs. Sara Coombs Martin, manager of the Coombs Flower Shoppe, of New Haven, Ct. Mrs. Martin was associated with the Coombs Hartford store for fifteen years before her marriage, and in the few months that she has had charge of the New Haven store has developed a business sense which is characteristic of the Coombs family. In her advertising work she has the valuable co-operation of her husband, and almost weekly a new window setting is staged which might well be studied by any of the big city florists who think they know all about window dressing.

Mrs. Martin is quick to take advantage of every opportunity offered, and when she learned that a Mary Pickford film was to be shown in New Haven early in May, she evolved the plan of making a Mary Pickford window and selling the Mary Pickford Maybaskets. The window was handsomely decorated, and contained a table where a figure representing Mary was seated. Inside the store were a number of handsome girls with Mary Pickford costumes, who handled the baskets of flowers. The window made a hit at once, and a great many customers visited the store, buying not only baskets but other flowers as well.

Mrs. Martin has found it very advantageous to advertise and feature Saturday specials. She has greatly increased the popularity of the store and its sales in this manner, and yet without cheapening her goods or cutting prices. The Mary Pickford idea




A Typical Coombs Window

was simply characteristic of her methods.

Mary Pickford films are being shown all over the country, and there is no reason why other florists should not adopt or adapt the idea in their own towns.

---

Of course the Hartford reputation of the Coombs had already reached New Haven when the store of which Mrs. Martin is in charge was opened in November last, but the proprietors themselves were amazed at the end of the opening when they checked up and found that 10,000 visitors had viewed the attractive store and display and that 6,000 chrysanthemums had been given away at the opening.

One feature of the New Haven store which attracts the attention of visitors is the color scheme. It is decidedly original, being worked out in black, pink and gold, the woodwork being done in a pink that mellows into a most delightful old rose glow. The store abounds in arches and alcoves, and of course the old type of counters is entirely missing, the flowers being displayed on tables which are painted a jet black, and placed here and there about the main sales room or in the alcoves. Some one has remarked that this store of Coombs might well be called the Fifth Avenue Flower Shop of Connecticut, and the phrase is a happy one, for few Fifth Avenue stores are more attractive to the eye or more conveniently arranged for purchasers and salespeople alike.

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Each year many of the buyers who have to go after geranium plants in 4-inch pots during May and June predict that they are going to have an easier market, but this year finds them facing a tougher proposition than even last. I believe that today that anywhere through the East geranium stock is very scarce. From all I can see 20 cents is a low price, and I do not think there is any doubt that there will be a possibility of moving a big quantity from now into the middle of June at most any figure. Thirty cents does not seem to be too much. That is, of course, for good 2½ and 4 inch stock of good varieties. It is particularly true that Ricard and Poitevine are short.

I wonder how long it is going to be before the growers will get busy and produce enough geranium stock to take care of the good trade that is going around begging for attention. Every one knows mighty well that when geraniums sold at $8, $10 and $12 a hundred there was no profit, but I believe that now a grower would not need to fear going into geraniums heavy in good varieties and putting his prices to where they belong to give him a good margin.

I know of an instance where a retail customer was offered 100 good 4-inch plants of mixed geraniums at 35 cents. There was another lot of 4½-inch, better stock it is true, but not a great deal better, but when these were offered at 50 cents it was the 50-cent stock that was taken up. It only goes to show that it is not so much a question of price as it is being able to get good stuff.

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The early yellow chrysanthemum which W. R. Nicholson of Framingham, Mass., is offering the trade this year is without doubt a valuable variety for the commercial florist. There is nothing to look to as an early yellow excepting Golden Glow. Of course this sort can be had at any time from Aug. 1 to Oct. 1 and even later. But it is by no means an all-around satisfactory variety.

The grower never feels sure of how this variety is going to act with him from one year to another. It cannot be said that it is a poor sort or that it is not a money maker when well done, but it is sort of gambling with fate to go into it very heavy, as those few bad habits which it has are apt to return a small percentage of good bloom if everything does not go just right. For instance, a spell of dark and damp soft growing weather results in a lot of damped off flowers. The stem is inclined to show a bad, lanky neck and it is not the easiest thing in the world to get the foliage of dark color.

With Nicholson Yellow Frost a grower has a chance of bringing in his crop of yellow mums as early as the market is good. It is an easy one to grow and it is not necessary to say much more. I know of no real bad points about variety. And the color is a good golden yellow. This variety is being planted heavily by those growers who have been fortunate enough to know just how good it is. It is well worth trying.

---

W. A. Hastings is fortunate in having as fine a lot of Formosum lilies coming to him in the Boston Flower Exchange as one could ask to look at. DeVita's conservatories of Wakefield, Mass., are sending in regular shipment and they are fortunate, too, in having such fine stock at just this time. It is coming just right for Memorial Day and will move at a good figure. It has been selling for some little time past at prices ranging from 20 to 30 cents. I believe that Formosum lilies handled properly and brought in in steady quantities so that a grower can be depended upon would prove a profitable crop. Mr. DeVita has a plan of growing these lilies that I consider a very good one. They are planted right into the soil and thereby handled without the waste of room and extra labor that there would be if they were flowered in pots.

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If there is any grower who has good, big Dracaena plants in about 5- or 6-in pots, I would not advise him to advertise them, because the office staff would suffer from writer's cramp, turning back and refusing orders. It would not be long before his stock would be taken up, regardless of how much he might have. They certainly are in heavy demand and no price seems to be high enough to scare the buyers. It is a case of get them at any price.

---

I find that plant growers in general are meeting with good results in forcing some of the greenhouse roses as pot plants. Such a variety in particular as Francis Scott Key is giving mighty good results. Ophelia and Double White Killarney are also good. The stock used is generally benched plants that have been forced through the winter for cut flower purposes, dried off and cut back on the benches, lifted about this time in the season, potted into 5-in. pots and carried through the summer in cold frames where they make a good ball of roots and good plump wood. This wood properly ripened in the Fall responds readily when it is time to force as a pot plant in flower.

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A few days ago I had an opportunity to look over some thousands of the new dwarf seedling begonia, "Betty Farr." I was greatly impressed with the merits of this plant. While it has been considered most commonly as a plant for growing under glass, it seems to have all the merits required for a bedding plant. The plants are remarkably uniform in height, bear very profusely and continuously. The flowers are semi-double or double, deep cerise, and it seems to me that the plant should be of exceptional value for bedding in parks and cemeteries. The superintendents will lose an excellent opportunity if they do not acquire a stock of this begonia.

The plant was originated by Mrs. Farr of Stoneham, Mass., who for some years past has been sending an excellent stock of cut flowers to the Boston market. For some time she has been propagating this new begonia, and when she exhibited it at

the Horticultural Show in Boston, and at a meeting of the Gardeners' and Florists' Club, it attracted no little attention. People in the trade who have visited Mrs. Farr's place have been greatly impressed with the outlook for this plant. It seems ideal for potting, and, as I have said, for bedding out.

No one familiar with the florist trade who visits Plymouth, Mass., should think of coming away without calling on Mr. Charles T. Stevens, who has a store in the center of the city and greenhouses a short distance away Mr. Stevens is one of the best known florists in New England. In his early years he was a railroad man, but gradually picked up a big business in Mayflowers, in which Plymouth County formerly abounded. At one time he had as many as forty people picking flowers for him, and he sold thousands of bunches in Boston, dealing with men like Henry Penn and the Robinson Brothers, when they were just beginning their successful business careers.

After a while Mr. Stevens erected a greenhouse and became a regular florist. Now he has a pretty range of houses and grows a vast amount of stuff, being assisted most capably by his son, who is especially skilled in handling carnations. The young man says that the carnation which pays him best is Enchantress Supreme. At the same time he has grown other kinds, of course, and is making a start with both Laddies and Mr. Strout's Maine Sunshine. With the exception of roses, Mr. Stevens grows about every kind of stock which is needed for his trade. He makes a specialty of bulbs, making large importations every season and forcing them in a house reserved for that purpose and fitted up with a special heating apparatus.

One way in which Mr. Stevens turns into dollars bulbs which many florists waste is worth speaking of. On one side of the road beyond the greenhouse is a banking, and here are planted out all the hardy narcissi after they have finished blooming under glass. They thrive and multiply with almost no attention, and as a result great numbers of flowers which cost nothing to produce are obtained for the market. Mr. Stevens is a keen business man and overlooks no opportunity to make a dollar. At the same time he spends money freely when it will bring results, and because of his ever present smile and genial nature, he is welcomed wherever florists congregate.

## Men I Like To Meet



Julius Heurlin

Whenever and wherever you meet Julius Heurlin you are pretty sure to find him with a smile on his face. Perhaps that is one reason why the Massachusetts Nurserymen's Association made him president of that organization at its last meeting. At any rate, it helps to explain his popularity inside the trade and out.

For the past 17 or 18 years Mr. Heurlin has had a nursery in South Braintree, Mass., located not far from the Blue Hills, which have given it the name of Blue Hills Nursery. Before that Mr. Heurlin helped to establish a nursery at South Framingham, Mass., and before that again he had spent much time on large estates across the water, being for two years orchid grower for the Rothschilds.

He is a Swiss by birth, and has traveled over much of the world, making it a point to see all the important gardens, public and private, and the big flower shows which have happened in his way. He knows plants remarkably well, and talks about them equally well, but only when he has an appreciative listener, for one thing Mr. Heurlin never does is to force his views or opinions on anybody. Perhaps that is also one of the many reasons why he is the kind of man we all like to meet

Jeremiah J. Triggs has been appointed superintendent of parks at Providence, R. I., to succeed the late Frederick C. Green. Mr. Triggs was the choice of Mr. Green, and will carry on the work along the lines which Mr. Green instituted.

SUMMER COURSE IN HORTICULTURE

School of Horticulture for Women, Ambler, Penna., (18 miles from Philadelphia) offers an August Course in Floriculture, Vegetable Gardening, Fruit Growing and Canning and Preserving. Practical work out of doors forms a large part of the schedule. Teachers will be especially interested in this course. Circular upon application.

ELIZABETH LEIGHTON LEE, Director.

SELECT SOUTHERN FANCY FERNS

Extra Long Leaf,

DELIVERED TO ANY ADDRESS IN NEW ENGLAND STATES

$4.00 per 1000,

In Quantities 5000 and up.

C. O. D. or check with order.

I pay all expenses.

WIRE COLLECT:

H. C. WILLIS

KINGSTON, ALA.

GREEN SHEET MOSS

Fadeless, per bag, $3.50

Natural, per bag, 1.75

KNUD NIELSEN

EVERGREEN, ALA.

NARCISSUS

PAPER WHITE GRANDIFLORA

Place your orders now for next season's delivery. We guarantee prices to be as low as the lowest, F. O. B. Boston.

NEW ENGLAND FLORIST SUPPLY COMPANY, Inc.

Telephones: Fort Hill 3469 and 53135 276-278 Devonshire St., Boston, Mass.

**SASH OPERATING DEVICES AND GREENHOUSE FITTINGS**

**Get acquainted with the Advance methods of Benching, Shelving, Bracing and other repair work. A Fitting for each requirement and each Fitting adds neatness to your house. Advance Ventilating Equipment specified by all critical buyers. Have you received our catalog? If not, write today to**

**ADVANCE CO., Richmond, Indiana**

# ADVERTISING AND SELLING

While no one can doubt the value of newspaper and magazine advertising when properly constructed, neither can anyone familiar with the use of circulars overlook the benefit which can be derived from their use. The day of the simple white paper circular has passed, however. Enterprising florists are putting out literature of a character which commands attention, and unless other florists fall in line their communications are likely to find a short road to the waste basket. Yet there are still florists who think that all they need to do is jot down a few items, send them along to the printer, have them run off on bill heads and ship them along to their customers. It is true enough that some orders may be gained in this way, especially when a trade is well established, but in order to build up new business it is necessary to use literature of a kind that catches the eye as well as holds the mind.

I am led to make these observations from the fact that on my desk before me lies a circular just received from Randall's Flower Shop in Worcester, Mass. It is a 4-page circular which doubles on itself, making it about the size of a postcard, and allowing blank space on one side for the address. As it opens up one sees a very attractive garden gate in colors, with hollyhocks and other flowers edging a flagstone walk. Butterflies fill the air, and the page is turned with expectation as a result of the happy prelude.

We find the inside of the circular bordered with a conventionalized blue design, and the printed matter appearing under the title, "The Gateway." The circular then goes on to say:

"That those who have passed through may be honored on anniversary occasions—in reverent, thoughtful homage.

"That the one so loved and respected, at whose passing we pause, may be tendered the most eloquent tokens of affection.

"For these purposes this establishment was fundamentally created. So on days when there arise emotions which cannot be put into words, may we help with your memorial messages?

"Beautiful simplicity and absolute dependability feature our every effort."

"Say It With Flowers."

Then under the heading of suggestions are offered and described sprays, wreaths, vases and baskets, the price of each being given.

Altogether this is a very attractive piece of literature, and no matter what home it may go into, will certainly be given attention.

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Another circular, less pretentious and yet effective, which I find on my desk, comes from August R. Baumer, the florist, of Louisville, Ky. It is a simple folder and devoted wholly to the possibilities of the Florists' Telegraph Delivery Association, a fact which was suggested by the telegraph instrument which appears at one side on the cover, and the vase of roses at the bottom. Three color printing is used, and the title of the pamphlet is "Send Flower Gifts by Mail." The circular may readily be slipped into an envelope in which letters or bills are mailed, and is pretty certain to reach people here and there who will be glad of the reminder. The public at large must be constantly informed of the possibilities of the F. T. D. service or they will soon forget that flower gifts can be made as readily by mail as from a local store. The service is described in the circular succinctly but convincingly in the following:

When you wish to remember someone in another city, avoid the perplexity of gift selection.

Send Flowers By Wire!

You can have flowers delivered in any city in the United States or Canada, and even in some foreign countries, in a few hours' time. Simply specify the amount you wish to send for flowers. We will then get in touch with our correspondent in the city you designate. Through a highly organized system employing the telegraph, telephone or fast mail, your floral gift will be speedily delivered to the person you wish to remember.

We are members of the Florists' Telegraph Delivery Association, an association having a bonded membership of nearly 1400 leading florists in over 850 cities and towns. Satisfactory flowers and delivery guaranteed by the collective reliability of its members.

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Of course, it costs money to get out literature of this kind and the average florist could not afford an elaborate circular if he ordered only a few for his own use. The bigger men in the business often get out exclusive literature, but much the same effect can be obtained by purchasing the offerings of agencies which deal in supplies of this nature. The cost is very much less and the results very much worth while, if the literature conforms to the character and practice of the store, and if the service measures up to the claims presented.

By itself circular advertising is less valuable than that which has a wider constituency through other mediums, but it is of great value for supplementing newspaper and magazine advertising, and especially in presenting special offers to regular customers and to the list of people which the florist would like to have in his trade.

---

How many retail florists can tell the exact percentage of their overhead expenses? Probably not ten out of a hundred. Of course, they could make a shrewd guess, and probably a fair approximate answer. But they do not know certainly what the figures are and in many cases might be far afield. Anyhow, many a business has been wrecked as a result of failure to properly figure overhead charges, and in times like these it is essential to have an accurate cost finding system if you are doing a business of any size. A writer in the Seed World has outlined a simple cost system which might well be adapted by florists. He says:

"A rather large book is required to keep these records from day to day, for each item of overhead expense has its own particular space provided therein. Furthermore, you will want a book that provides space for recapitulation and totals not only at the end of each month but also at the end of each day. It is not necessary, of course, that you endeavor to figure out

your exact percentage of overhead daily—in fact, that would be virtually impossible—but, on the other hand, there is a vast amount of satisfaction in knowing just where your business stands from day to day, and that knowledge will ofttimes afford you an opportunity for profit. As to the percentage which represents the overhead, you should ascertain that figure exactly at the end of each month or as nearly exact as it is humanly possible to do so.

"The various items of expense entering into your overhead costs, we will say, include such things as rent, salaries to salespeople, salaries to office help and other help exclusive of salespeople, taxes, insurance, delivery costs, advertising, printing and stationery, etc. Minor items of expense that do not occur so often should be entered under a general miscellaneous head. It is best, too, to keep the salaries of salespeople separate from all other salaries, in order that you may know exactly what it costs you to sell in this regard. In time you may find that there are weak points here and there in the selling end, and with your cost system at hand the opportunity is afforded you to bolster up these weak points. At the same time you may find that you can eliminate or decrease certain items of cost having to do with delivery service, and overhead costs represented by salaries paid help exclusive of the salespeople.

"The book in which you keep your cost system should carry columns in which you can enter each separate item of overhead expense. That is, one column for rent, one for printing and stationery, one for advertising, etc. With such a record you will have totals at the end of each month that will enable you to tell at a glance just where your money is going. You will not merely have the entire total which represents your overhead expense, but you will have each cost separately classified.

"If you happen to own the building in which your store is located pay yourself a reasonable rental thereon, charging the same against the overhead. And never fail to include a reasonable interest on your investment as an overhead expense, nor the amount of income tax or federal taxes you may pay. These are undoubtedly costs of doing business, though many merchants do not include them in compiling their figures to ascertain the overhead. The government will not permit you to deduct federal taxes when you pay your income tax, but nevertheless in your own records you should enter that figure against the overhead."

BOSTON, MASS. Member F. T. D.

HENRY PENN'S MESSAGE

Everybody Sells Something or Loafs

MYSTERY OR MASTERY

Have you ever stopped to think that there is no MYSTERY in Success? It is not something intangible to be stumbled upon by the lucky few. It is based on law, not luck! It is the result of obedience to the laws that underlie business activity and human life! It comes from MASTERY of these laws, and their application to one's work! To know these laws and to apply them consciously and intelligently is sure to bring success whatever one's undertaking. MASTERY is the key-word, not MYSTERY! The change of one letter makes all the difference in the world.

EVERYBODY SELLS SOMETHING

Adjustment is the word of the hour. Business conditions are rapidly changing. Just a short time ago there were more buyers than there were goods. Now the opposite is true. There are more goods than buyers. Instead of a seller's market, we have a buyer's market. All business, or in other words, all human activity, in its last analysis is dependent upon salesmanship. The mechanic sells his skill, the teacher sells his knowledge, the merchant his merchandise, the bookkeeper his services. Are you dealing in ideas, merchandise or service? Your business success depends upon your ability to market your product, or, in other words, your success depends upon your salesmanship.

This message is taken from the Sheldon Science of Business of which I am a class member at Boston, and I think it contains meat for all florists.

Boston's Flowerphone Beach 6900

Penn The Florist

124 Tremont Street

P. S.—This doesn't mean postcript. It means PENN SERVICE

## BULB SALESMEN IN AMERICA.

Various reasons have been suggested as explaining the poor time bulb travelers have had in America. There is not much doubt that it is a case of the burnt child being afraid of the fire. Last year the American growers were so keen on capturing all the forcing bulbs both in Holland and Japan that they were persuaded to pay exorbitant prices. In some instances varieties were oversold even at those exorbitant prices, and some of the bulbs used to fill up were not O. K. When the flowers came along it was found that they couldn't realize enough to show profits, and having thus metaphorically burned their fingers the Americans are just shaking them instead of grasping at fresh cinders. Hence, we find the travelers are over here, swarming into the nurseries and fishing very diligently for the English trade. But recollections of last year's experience tend to make the British buyer hold his hand awhile. —Horticultural Trade Journal, England.

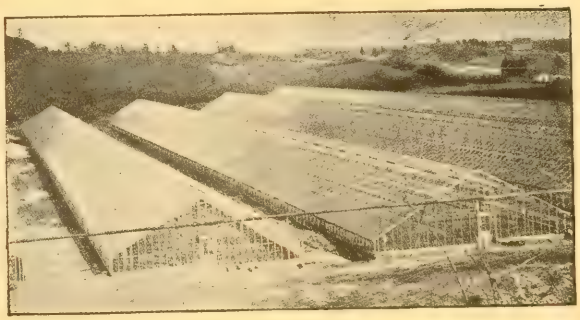
The King Construction Co., of North Tonawanda, N. Y., is building a new greenhouse in Greenport, N. Y., for Neibergall's Flower Shop.

## THE MARKET

Florists are wondering what effect on the market will be made this year by the tremendous number of Memorial Day wreaths offered. There never was a time when these wreaths appeared in such large numbers, and all kinds of stores are carrying them. The prices are relatively low, and there is a feeling that the sale of wreaths will cut seriously into the business of flower growers.

The market itself on Monday morning was fairly good. The two days of hot weather had not sent in flowers to the extent expected. Undoubtedly many growers are holding their stock, but the outlook is that there will be no over supply. The first native peonies came into the Boston market last Friday from J. A. Nelson of Framingham. Some pretty good sized shipments of southern peonies have been received from the Pennock Co., Philadelphia. Carnations are cleaning up at 4 cents. Sweet peas are very poor as a result of the hot weather. They are bringing what the grower can get. Calla lilies are selling at $2.50. Gladioli are bringing $1.50. There are some very good Valleys in the market at 6 cents. Stocks are in poor demand at 6 cents

## Stearns Cypress Greenhouses



PECKY CYPRESS FOR BENCHES, CYPRESS TANKS
CYPRESS HOTBED SASH, GLAZED AND UNGLAZED
AGENTS FOR EVANS' VENTILATING MACHINES

Best Stock Prompt Deliveries Right Prices

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**THE A. T. STEARNS LUMBER CO.**

NEPONSET-BOSTON, MASS.


### PECULIAR DOGWOOD INJURY

**White Scales Discolored by Unexplained Dirty Red-Brown Streaks**

It is seldom that Cornus florida has bloomed so profusely in New England, but on many of the trees this spring in the neighborhood of Boston the white scales are discolored by dirty red-brown streaks which make the trees seen from a short distance appear pink. The cause of this discoloration is not evident, although it may have been caused by the cold of Easter Monday following several days of unseasonably hot weather. At that time, however, the inflorescence-buds of Cornus florida had scarcely begun to swell. Whatever the cause of the injury its occurrence this year, when there is an unusual bloom, is doubly unfortunate, for the Flowering Dogwood often loses its flower-buds entirely in New England as we are close to the northern limit of the range of distribution of this tree, which further south flowers more profusely and develops larger bud-scales.

Forms of this tree with the scales which surround the flower-clusters varying in color from light to dark red (var. rubra) occasionally occur in southern woods, and some of these forms have been propagated by nurserymen and are popular garden plants, esecially in the neighborhood of Philadelphia, where there are many specimens of the "Red-flowered Dogwood." Several plants of this variety are now blooming by the shores of Jamaica Pond in Boston where they are flowering more abundantly than usual, for the flower-buds of this variety appear to be less hardy than those of the typical form. This is unfortunate, for when the red and white-flowered trees are planted together in masses they produce when in flower a brilliant effect.

There is a form of Cornus florida with pendulous branches, and another on which the flowers are called double from the presence of an inner row of white inflorescence-scales. These abnormal forms, however, have little to recommend them to the lovers of handsome trees.

Cornus florida is as handsome in the autumn as it is in the spring, for the upper surface of the leaves turns bright red, the lower surface retaining its pale summer tint, and the abundant clusters of scarlet lustrous fruits are conspicuous and beautiful. Not less beautiful in autumn are two trees with bright yellow fruit which have recently been found, one near Oyster Bay, Long Island, and the other in North Carolina.

### PAEONIES

It is a far cry from the little wild nigger-head paeony, native among the mountains of California, to the beautiful hybrids of our gardens. Yet the tuft of feathery leaves of the little paeony brownii were very pleasing as we saw them growing near San Diego and in the lovely Ojai Valley.

The decorative quality of the paeony has long been appreciated by artists, especially by the Japanese, who have often used it in the exquisite colored carvings of their temples.

On the eighteenth and nineteenth of June there will be a fine display of this beautiful flower at Horticultural Hall, Boston. For this year the American Paeony Society is to combine with the Massachusetts Horticultural Society in exhibiting this flower. A year ago the paeony growers were considering how they could grow and exhibit their blossoms so as to have the best effect from them. Since then there have been two wonderfully set shows in Horticultural Hall, the Roses and Native Orchids, both of which flowers the paeony excels in decorative effects, as it is larger than the rose and has more beautiful leaves than the orchid.

Many of us have grown the tree or mountain paeonies in our gardens, also an old time pink one and a damask red, but there are many new varieties in the lovely single Japanese blooms with a mass of yellow stamens in their centre, and the new beautiful double ones which we will here have an opportunity to see.

With the cultivation of the paeony we all wish to become more familiar, so we are glad that we shall have an opportunity at this free exhibition to gain information from the experience of Mr. Bertrand H. Farr, who is coming from Wyomissing, Pennsylvania, to give us the benefit of his experience in growing this lovely flower. His talk on the cultivation of the paeony will be at three o'clock on Saturday and Sunday afternoons, June eighteenth and nineteenth. Free talks on the cultivation of the paeony.

M. R. CASE.

Hillcrest Gardens,
May 8, 1921.


When Writing to Advertisers Please Mention Horticulture



FOR MEMORIAL DAY

# FERNS

New Crop Now Ready

Fancy and Dagger

$3.00 to $3.50 per Thousand

**HENRY M. ROBINSON & CO., Inc.**

2 Winthrop Sq. and 34 Otis St. Boston


## MAKING NEW SWEET PEAS

### How the Principles of Mendel's Law Are Applied

From what we know of the history of various strains of the sweet pea one thing stands out clearly. The new character does not arise from a pre-existing variety by any process of gradual selection, conscious or otherwise. It turns up suddenly complete in itself, and hereafter it can be associated by crossing with other existing characters to produce a gamut of new varieties. How this comes about is described in popular terms by Mr. Cuthbertson in his excellent little book, "Sweet Peas and Antirrhinums."

The illustration he uses is the attempt to get a large scarlet variety which would produce four bloom sprays in abundance. The question would be asked, "Which is the brightest scarlet?" Well, whatever was selected, one of these would be one of the parents, while the other would be a vigorous-growing variety which produced large flowers on four bloom sprays every time. This would be adopted as the female parent, and in the early bud stage some flowers would require to be emasculated by removing all the anthers before they had dehisced, i. e., burst and shed their pollen.

These flowers must be carefully marked, and the next day, or the following one, pollen must be brought from the other parent, the right scarlet one, and applied to the stigma of the female. The marked flowers should then follow their normal process and ripen pods of seed which must be carefully saved and kept in separate packets till sowing time.

The seeds are sown and treated in the ordinary way, special strong culture not being advisable for such plants. They ought, however, to be planted where they can have room to grow as distinct plants and not get intertwined with any others.

"It is here that one of the most wonderful and interesting things happen," Mr. Cuthbertson says. On the flowers produced by these plants no dependence at all can be placed. Students of Mendel's law will understand why this is. The seeds of the plants produced in this, the first or F1 generation, must be carefully saved and carefully kept separate and labeled. Next sowing time they, or a part of them, must be sown and planted at least a foot apart—18 inches is better—in the lines. In this generation, called F2, new forms will arise, and it is possible the large scarlet, giving plenty of "fours," which was the object in view when setting out, may appear.

If it does it must be carefully marked and the seed saved for sowing again next season to see if it is fixed and will breed true to the improved type. Of course, it may or it may not. If it does not, some other selection may give something of promise, and the process of growing to prove must be carried on the following season. It will be seen from this, adds the author, that the process of raising is a prolonged one, and after the new variety has proved to be fixed, a stock must be worked up for sale, which may take two or three years.


# Special Offer of Nursery Stock

**Prices F. O. B. Boston. Packing at cost. Subject to being unsold on receipt of order.**

| | | | |
|---|---|---|---|
| 750 | **Amorpha** canescens. 3-4 feet. | 2250 | **Forsythia** viridissima. 2-3 feet. |
| 750 | **Amorpha** fruticosa. 2-3 feet. | 300 | **Lonicera** Morrowii. 2-3 feet. |
| 700 | **Aralia** pentaphylla. 2½-3 feet. | 1200 | **Lonicera** Morrowii. 3-4 feet. |
| 250 | **Cercidiphyllum** japonicum. 4-5 ft. | 1000 | **Lonicera** Ruprechta. 2-2½ feet. |
| 1000 | **Cornus** alba. 3-4 feet. | 1500 | **Philadelphus** coronarius. 3-3½ ft. |
| 1000 | **Cornus** siberica. 3-4 feet. | 250 | **Philadelphus** Falconeri. 3½-4 ft. |
| 700 | **Cornus** stolonifera. 3-4 feet. | 200 | **Philadelphus** Boule d'Argent. 2-2½ feet. |
| 200 | **Cornus** stolonifera aurea. 1½-2 ft. | 400 | **Philadelphus** erectus. 3-3½ ft. |
| 2500 | **Deutzia** crenata fl. pl. Pride of Rochester. 2½-3 feet. | 150 | **Philadelphus** Magdalene. 3½-4 ft. |
| 2000 | **Deutzia** crenata rosea. 2½-3 ft. | 1000 | **Pyrus** arbutifolia (Aronia.) 3-4 feet. |
| 250 | **Euonymus** europaeus. 2½-3 ft. | 700 | **Sorbaria** glabrata. 2½-3 feet |
| 1000 | **Forsythia** Fortunei. 3-3½ feet. | 1000 | **Spiraea** callosa. 2½-3 feet. |
| 1600 | **Forsythia** intermedia. 3½-4 ft. | 100 | **Spiraea** Douglasii. 2-3 feet. |
| 700 | **Forsythia** intermedia aurea. 3½-4 feet. | 1000 | **Spiraea** opulifolia. 3-4 feet. |
| | | 150 | **Spiraea** opulifolia aurea. 3-4 ft. |

We also have Azaleas and Kalmias to offer. If interested, state your requirements.

COCOANUT FIBRE. Wholesale and Retail Prices on application

**R. & J. Farquhar Company**

6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I was much interested to learn from Mr. Julius Heurlin, of the Blue Hills Nursery, the other day, that there has been an unusual demand this year for flowering crabapples, flowering cherries and hawthorns. Apparently garden makers are beginning to appreciate the value of these plants, and are using them to a greater extent than ever before. This is well, for they certainly are worthy wider planting, and I am glad to note that the nurserymen are finding a growing demand.

As yet it isn't possible to obtain these trees in great variety, but it is the better known kinds, like Parkmani, spectabilis and Bechtel's crab which are most in demand. Mr. Heurlin is growing one very remarkable crabapple that ought in future years to have a big sale. It is called Neidwitzskyaha, and probably will have to be given some name more easily pronounced before its popularity is assured. This plant is all red. I mean by that that it has red flowers, red fruit and red bark. Even the roots, if you cut into them, are found to be red. I understand that D. Hill, of Dundee, Ill., is stocking up with these plants, believing that they will have a large sale.

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The Blue Hills Nursery specializes on evergreens. All visitors to the various shows held the past year in Horticultural Hall, Boston, are familiar with this fact, because Mr. Heurlin has shown some of his fine specimens and repeatedly received prizes. He has whole blocks of coniferas which are hardly to be surpassed anywhere. At the same time he grows a number of perennials, and has in his fields the whole set of Astilbe Arendsi. He also has some fine plants of Trollius, including a number of seedlings of his own which will eventually come on the market, and which will, I think, make a great hit. I have never seen some of them surpassed in color, the orange variety being especially fine. Some of these Globe flowers have a surprisingly long season, Eleanor, for example, a seedling from Europaeus, blooming every month in the summer except August. This is a lemon colored variety, with large blooms on long stems. An unnamed seedling which attracts attention immediately is almost red, and will be a decided addition to the varieties of Trollius on the market when it comes into commerce.

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It is pleasant to find that some of the nurserymen, like several of the seedsmen, are getting away from the old fashioned type of catalogue. I have just had occasion to look over one for the present season issued by the Elm City Nursery Co., of New Haven, Conn., and have been much gratified at its handsome appearance, excellent illustrations and convenient arrangement. It is different from most catalogues, both in shape and lay-out, as well as in its tapestry-like covering with conventionalized floral design.

Considerable attention is paid, and, I think, justly, to home landscapes, community landscapes, and industrial landscapes. Illustrations show churches and factories which have been given an unusual and delightful setting by appropriate landscape planting. It would seem as though this was a branch of the business which might well be emphasized.

The whole book avoids the appearance of trying to crowd a lot of mate-



Azalea Vaysei at the Arnold Arboretum

THE ELM CITY NURSERY COMPANY

**Ibolium Privet**



THE NEW HARDY HEDGE to be introduced to the public this fall for the first time.

**Box-Barberry**

now too well known to need further description.

WE ARE NOW READY TO QUOTE TRADE PRICES TO HOUSES WHO WISH TO CATALOG THESE NOVELTIES IN THEIR FORTHCOMING ISSUES

**INTRODUCERS**

**The Elm City Nursery Co.**

Woodmont Nurseries, Inc.

*New Haven - - Conn.*

rial into a very small space. The type is large. There is plenty of space between the lines, and one finds pleasure in looking through the pages, even though he may not be in need of anything offered.

And finally there is an excellent feature in the way of suggestions for special plantings of all kinds, including even evergreens for the seashore, and deciduous shrubs for poor soil. Catalogues of this kind are likely to be kept on the library table within easy reach instead of being filed away on a shelf or dumped into the waste basket.

While the little catalogue of Alt F. Clark, of Netcong, N. J., is much more modest and entirely different in character, it shows a lot of originality, and will be appreciated, I think, by dahlia growers everywhere. It is called "The Abridged Dictionary of the Dahlia," and contains practically all the dahlias which have become standard. A classification has been worked out so cleverly that anyone can understand it at a glance, and the different varieties are arranged alphabetically. Also there is a list of dahlias under color heads, and Mr. Clark has made a neat adaptation from some of the florists in putting a line at the bottom of the cover page, "Dahlia Phone, Netcong 145."

Horticulturists who have an opportunity to visit the new greenhouses of Pierre S. DuPont, at Wilmington, Del., are to be congratulated. I believe these greenhouses are not yet completed, but when done they will form one of the most attractive show places of the kind in the world, with thirteen acres under glass and devoted largely to the propagation of new species of different plants.

The present greenhouse range is remarkably complete, including an orangery and a grapery, as well as houses for growing melons, figs and peaches. In the new range practically every kind of hothouse grape is to be grown, I am told, and, if I am correctly informed, 40 orange trees from California are to be planted in the orange house.

The northern part of the structure is to be designed for a theatre and assembly room, with marble floors and a seating capacity of 650. There is to be no partition between the theatre and the orangery, the growing trees forming a background for assemblies within the building. It is doubtful if anywhere else in the world does such a mammoth private plant exist.

## AMERICAN AZALEAS

The American Azaleas begin to bloom about two weeks later than the earliest Asiatic species, and of the sixteen species only seven with several varieties are hardy in New England. These in the order of their flowering are Rhododendron canadense, the Rhodora, R. Vaseyi, R. roseum, R. nudiflorum, R. arborescens, R. calendulaceum, and R. viscosum. The other species are confined to the extreme southern states; with one species endemic in Florida, another in Alabama, one in the Arkansas-Texas region, and one in California. It is interesting that eight species, one-half of all the species which have been found in America, grow in the state of Georgia, which contains a larger number of species of these plants than any other region of equal extent. Plants of all the American species are in the Arboretum nurseries or have been raised here with the exception of Rhododendron alabamense of which seeds have not yet been collected; and some of the southern species, although not for

**MONTROSE NURSERIES**

BOXWOOD (all sizes), HARDY RHODODENDRON, BAY TREES, FANCY EVERGREENS (for tubs)

No more plants can be imported after June 1, 1919 (ruling of Department of Agriculture).

Sales at 9.30 every Tuesday and Friday thereafter until further notice.

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Send for Catalogue

**FRENCH HYDRANGEAS**

Re-Selected stock of Bouquet Rose, General DeVibraye, E. Mouilliere 10 per cent White, Pink and Blue, about equally divided.

Rooted Guttings, $4.00 per 100; $35.00 per 1000.

2¼-in. pots, $7.50 per 100; $65.00 per 1000.

The following varieties, separate and true to name:

| | 100 | 1000 |
|---|---|---|
| Attraction, 2¼" .... | $14.00 | $120.00 |
| Baby Bimbenet, 2¼" | 10.00 | 90.00 |
| Gen'l deVibraye, 2¼" | 10.00 | 90.00 |
| Lilian Mouillière, 2¼" | 10.00 | 90.00 |
| Rene Gaillard, 2¼" . | 12.00 | 100.00 |
| Trophee, 2¼" ..... | 18.00 | |

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Wholesale Plantsman

Bulletin Bldg. PHILADELPHIA

**McHUTCHISON**

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LILY BULBS, Giganteum 6-8, 8-10, 9-10, Magnificum and Rubrum 9-11.
BAMBOO CANES, Japanese and domestic, natural and dyed green, all sizes.
RAFFIA, natural and colored, 25 lbs. up.

SUMMER SHIPMENT

FERNS IN FLATS—July-August shipment.
DRACAENA CANES—May shipment.
PALM SEEDS, Kentia, Belmoreana and Forsteriana, Cocos Weddelliana, etc.

FALL SHIPMENT

DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and GLOXINIAS, etc., etc.

Write for prices, stating your requirements

McHUTCHISON & CO.

95 CHAMBERS ST., NEW YORK

**HAIL STORMS**

In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection.
Address

**JOHN G. ESLER, Sec.**
**Saddle River, New Jersey**



To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**

226 DEVONSHIRE STREET
BOSTON, MASS.

northern gardens, like R. prunifolium with crimson flowers, the scarlet flowered R. speciosum and the yellow flowered R. austrinum, may be expected to become popular garden plants wherever they find a suitable climate.

The handsomest of the species hardy at the north, and when in flower one of the most beautiful shrubs of the North American flora, is the Appalachian R. calendulaceum with its yellow or flame-colored flowers which do not open until the leaves are nearly fully grown. Another species of the southern Appalachian Mountains, R. Vaseyi, with pure pink flowers which have already opened has proved a good garden plant at the north.

Of the species, however, with rose-colored or pink flowers R. roseum is even a handsomer plant than R. Vaseyi. Although first distinguished and named in France as early as 1812, it has always been confused in this country with other species until quite recent years, and has never received the attention which it deserves. It is a shrub from three to fifteen feet tall with rose-colored flowers which open after the leaves begin to unfold, and are more fragrant even than those of R. viscosum. This Azalea is common in southern New England and southward to Virginia; it grows in western New York, northeastern Ohio, southeastern Illinois and the adjacent part of Missouri, that is in regions of limestone soil, and the fact that it can grow in lime makes it possible to cultivate it in parts of the country where other Rhododendrons cannot grow. There is a group of these plants on the right hand side of the Meadow Road in front of the Lindens.

—Arnold Arboretum Bulletin.

A newspaper item dated at Sayville, N. Y., says that men representing florists in the cities have been out into the country districts buying up all the available lilacs possible, paying remarkably good prices for them.

FERNS

2¼-in. pot grown plants. Booking orders for June 1st delivery

BOSTON ROOSEVELT
WHITMANII VERONA

$6.00 per 100, $55.00 per 1000
Runners of above
$2.00 per 100, $15.00 per 1000

MACAWII

2¼-in. pots, $10.00 per 100, $95.00 per 1000
Runners, $2.50 per 100, $20.00 per 1000

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## S. A. F. & O. H. Department

### National Flower Show

Prints of the floor plan showing the areas available in the big Municipal Building in Cleveland for trade exhibits at the forthcoming National Flower Show will be ready for mailing very shortly. Prospective exhibitors are advised to give early consideration to the matter of making their exhibits, so as to be in readiness to make reservations on receipt of plans, for only by acting promptly can the best locations be assured.

Full details concerning the Grand Capital Prize of $5,000, offered for the best development of a garden, will be forthcoming in a short while. Even with an indefinite knowledge of conditions, great interest is already being taken in this feature of the Show, which will be the most important and grandest ever attempted at an exhibition in this country, or, indeed, anywhere. Never before was so large a prize offered. Several other large prizes offered should be equally attractive to those able to compete for them. George Bate, of 227 High avenue, Cleveland, is chairman of the committee appointed to secure out of town exhibits, and is particularly anxious to get into communication with any grower who can exhibit either in the private or commercial classes. It is not at all too early to commence preparations for exhibits in many of the classes, in fact, they should be commenced now. As S. A. F. President Roland stated at a recent meeting in Cleveland, no private estate or growing establishment is too small to undertake some kind of exhibit, and small as well as large exhibits are cordially welcomed. If a large number of these small exhibits are forthcoming, there can be no question as to the success of the Show. Bear this in mind, Mr. Grower, and do what you can to swell the list of exhibits.

### The Washington Convention

Additional exhibitors in the Trade Exhibition are the following: Ever Ready Flower Pot Cover Co., Buffalo, N. Y.; L. C. Stroh & Sons, Batavia, N. Y.; Macaw Bros., Norwood, Del. Co., Pa.

The President and Secretary of the Society will be in Washington on June 2, and will have a meeting with Adolph Gude, Z. D. Blackistone and David Grillbotizer, the local advisory committee, at which will be discussed the arrangements now being made for the Trade Exhibition, which at this time

bids fair to break all previous exhibition records in point of size and comprehensiveness. If any prospective exhibitor desires any further or special information in regard to the Exhibition he should communicate with the Secretary at once, so that, if necessary, the matter may be taken up at the meeting mentioned.

**Membership Statistics**

President Roland is of the opinion that the Society should be in possession of statistics covering the business of each and all of our members, for publication in the Society's annual report. Such information would be of great value when the Society is called upon to make trade representations before legislative bodies. In addition to stating our membership figures could be given covering what our membership represented in the way of glass operated, invested interests, and so forth. With the idea of collecting this information, the Secretary will prepare and shortly mail to each member a questionnaire, which should be completed and returned for the compilation process. It will be interesting to our members to know how many retail florists, growers, private growers and gardeners, and others representing branches of allied trades are comprised in our membership, and how many grow the whole or part of the products which they sell. It is not thought that even a guess could be hazarded as to the number of square feet of glass operated by S. A. F. members.

It would also, in the opinion of our President, be desirable to publish in the annual report all statistical information it is possible to secure in the direction of horticultural industry and practice in this country. Much data of this kind is obtainable through the departmental research of the Government Bureaus at Washington and the Secretary will endeavor to assemble all the information available at the proper time.

JOHN YOUNG,
Secretary.

## SAYS WOMEN MAKE BEST SEED TESTERS

Man has to step back for women in the branch of agriculture, seed testing and analysis, according to Secretary of Agriculture Shaw, of Ohio. Ever since Ohio's pure seed law went into effect two years ago women have been employed almost exclusively, whenever possible. Men either are incapable or unwilling to do the close eye work required in testing and analyzing seeds, according to Mr. Shaw.

When the law was about to become effective, he wrote to the United States department of agriculture for applicants for laboratory chief. The department recommended several women in its employ. Mr. Shaw wrote back to say that he preferred a man to do the work. "No, you don't," was the reply. "You want women analysts by all means. It's only once in a great while that you find a man that's any good for the job."

So Shaw employed Mrs. Mary Penny, recommended by the federal department. She has been in charge of the work ever since, with three assistants.


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# —HORTICULTURE—

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**Plant Poisoning** It is an interesting case which is to come up in a Massachusetts court, where a woman has sued a concern of florists for $10,000 damages as a result of being poisoned as she claims by a primrose plant which she had bought for decorating her house. The woman contends that the plant proved to be a poisonous species, as a result of which she became seriously ill. Incidentally her husband wants $5,000 more for the loss of her services during this illness, together with his distress of mind.

Not a few florists have had complaints from customers who have suffered irritation from handling Primula obconica, but we never knew of a case taken to court before. It is a well-known fact, of course, that this plant has properties which are somewhat poisonous in their effects on some people, although the great majority of people can handle them with impunity. It is a fact equally well known that some people will naturally make considerable fuss about anything of this kind, even though the poisoning may not be of a serious nature. That being true, probably it would be wise for florists to exercise a certain amount of care in their sales of this primrose. A few sales may be lost if customers are told that the plant sometimes causes an irritation of the skin, and that, if anything of this sort develops, it is best to wear gloves when caring for it. But in the end the precaution may save legal expenses and possibly an adverse verdict.

**Protecting New Plants** When Mr. F. J. Chittendon addressed the Council of the Chamber of Horticulture in England not long ago on a scheme for protecting the raisers of new plants, he brought out a number of knotty points which will give growers food for thought. We do not know what would happen in England if the right of a purchaser to propagate what he has purchased should be questioned, but we feel pretty certain that any such ruling in this country would meet with a mighty protest. Of course, any man can keep his novelties to himself and enjoy them all he likes on his own premises if he sees fit to do so. But if on the contrary he sells them, it is pretty certain that buyers will strike a few cuttings without feeling at all conscience stricken. Isn't it quite likely, too, that while some propagator was nursing along a particularly fascinating novelty without offering the public any plants, some other grower might get out something so near like it as to catch the cream of the trade and spoil the sale for the other man when he was ready with his stock? A writer in one of the English papers has the following comment:

"Why not take in another idea and protect the buyer against the man who foists something upon him as a novelty which is really only a renamed plant or something so closely resembling an old favorite that only a label can tell the difference? When somebody's Dahlia Sunshine is exactly like some other body's Sunray, let somebody be committed to the penal servitude; or when Jack Spud sells his Potato Earthlifter and it proves to be only Tam Samson's Molehill, hang Jack Spud. You would soon find that instead of clamoring for protection of novelties raisers of new things would be slipping them into their neighbors' gardens after dark lest they, too, should be found guilty of some dire crime, and instead of paying high prices for novelties we should become antiquarians seeking out the varieties that Noah grew in his back garden when he had brought the Ark to anchor just outside the Firth of Forth."

**The Washington Garden** Congress is still considering the fate of the Botanic Garden in Washington. Congressman Langley, of Kentucky, is advocating a plan for the enlargement of the existing garden or for its removal to East Potomac Park. It this the best solution of the problem? In the minds of many people who have studied the question carefully it is not. Washington ought to have a botanic garden which will be as complete and as well designed as any in the world, and horticultural authorities all over the country are pretty well agreed upon this matter. At the last session Senator Brandegee, of Connecticut, introduced a bill which unfortunately got lost in the mass of accumulated business, but which ought to be introduced again this season. It was a broad-gauged bill which met widespread approval. It called for the removal of the garden to Mt. Hamilton, where it would have a site recommended by the Commissioner of Fine Arts, and although two miles from the capitol, yet readily accessible. Here there are elevations varying from sea level to 230 feet above the sea, with 32 varieties of soil and every opportunity for development. At its best the original garden could be enlarged to contain only 20 acres, while all the famous gardens in the world contain at least 125 acres, and many of them go up to 2,000 acres. East Potomac Park again is simply a flat piece of ground which is rapidly being made into a pleasure park. Here and its present location can be little more than a flat garden. At Mt. Hamilton, with plenty of opportunity for expansion, it could become the great scientific institution which it ought to be, without losing any of its appeal to the eye. All kinds of plants, including trees and shrubs from foreign lands, could be grown here, and trials and experiments without number carried on. If the United States is to have any such garden at all, it ought to at least approach in size and service that of other countries.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
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WENDLAND & KEIMEL, Elmhurst, Ill.
JOY FLORAL CO., Nashville, Tenn.
ROBERTS ROSE CO., Denver, Colo.
GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. GODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## COMMITTEE ON GRIEVANCES

### A New Department of Wholesale Grass Seed Dealers' Association.

At the meeting of the Wholesale Grass Seed Dealers' Association in Chicago on January 25, 1921, the Committee on Grievances was created, consisting of seven members of the Association, the Association Counsel being denominated as Chairman. This Committee has been duly organized.

The principal duties of the committee are to investigate and, so far as possible, to attempt to eliminate fraud or misrepresentation of quality in the sale of agricultural seeds, whether the offences complained of are by members of the Wholesale Grass Seed Dealers' Association or by non-members.

The methods of carrying on the work of this committee have been carefully thought out, after negotiations with various Government agencies, and may be briefly summarized as follows:

(1) In case of mistake or unintentional misrepresentation of quality, correction by private agreement with the seedsmen.
(2) Report of offender to members of the Association.
(3) Expulsion of member from Association.
(4) Presentment of complaint to the Federal Trade Commission.
(5) Prosecution under Federal or State Seed Laws.
(6) Prosecution under Postal Laws.
(7) Criminal prosecution for common fraud.

Any Government official, seedsman, purchaser of seeds or other interested party, whether of the United States or of foreign countries, having a bona fide complaint against a seed grower or seed merchant dealing in agricultural seeds and resident in the United States, may file complaint with the Chairman of the Committee, and such complaint will be fairly, fully and promptly acted upon by said Committee without cost. The services of the Committee are not perfunctorily offered. The value of the Committee's services largely depends on the interest of those having and reporting bona fide complaints.

CURTIS NYE SMITH,
Chairman and Counsel,
Committee on Grievances.

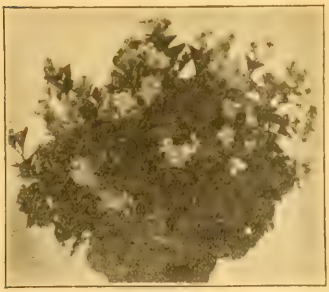
73 Tremont St.,
Boston, Mass.

## TO BE BURIED IN WENHAM

### The Body of B. Hammond Tracy, Jr., Being Brought Home

The body of B. Hammond Tracy, Jr., who was drowned off the coast of Brittany, France, May 5, is being brought home for burial, by Paul Dodin, his very dear friend and fellow student. The young men were graduates of Harvard, Class of 1920, and both were awarded fellowships for French universities, and they have been inseparable companions during the year. Mr. Tracy had just been awarded a renewal of the American Ambulance Fellowship which would have entitled him to a second year's study in France. The funeral services will be held in the Congregational Church at Wenham, Thursday, June 2.

The Chas. C. Hart Seed Co. of Wethersfield, Conn., is to erect a new three-story building as an addition to its plant.

NEW DWARF SEEDLING BEGONIA

**BETTY FARR**

The neatest dwarf (6 inch) everblooming Begonia with semi-double or double deep cerise colored flowers.

Makes an ideal plant for bedding out or as a pot plant. Blooming from two inch pot up without intermission. Fine for basket work in all sizes. A plant the ladies go crazy over.

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| | 100 | 1000 |
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| Russell | $16.00 | $150.00 |
| Milady | 15.00 | 140.00 |
| Ophelia | 12.00 | 115.00 |
| Sunburst | 12.00 | 115.00 |
| White Killarney | 12.00 | 115.00 |
| Pink Killarney | 12.00 | 115.00 |
| Columbia | 18.00 | 175.00 |
| American Beauty | 20.00 | 190.00 |
| **Young Rose Plants** | | |
| White Killarney, 3-in. | $12.50 | $115.00 |
| Pink Killarney, 3-in. | 12.50 | 115.00 |
| Ophelia, 3-in | 12.50 | 115.00 |
| Richmond, 2½-in | 11.00 | 105.00 |
| Columbia, 3-in. | 16.50 | 150.00 |
| Mrs. Russell, 3-in. | 16.50 | 150.00 |

In ordering please state if we may substitute other varieties if necessary.

**M. C. GUNTERBERG**

Wholesale Florist

State and Randolph Sts., Chicago, Ill.


### NEWS NOTES

Furrow & Co. has opened a new store at Oklahoma City, Okla. T. A. Howard is manager, Paul Richmond, widow decorator; R. L. Howard in charge of the general decorations, and Mrs. Eva L. Eager, head of the selling force. On the opening day, 10,000 roses were distributed to visitors.

David Tyndall, long in the drygoods business in Brockton, Mass., has dissolved partnership with Wm. R. Cook in order to give his time to the growing of flowers. Mr. Tyndall has become well known for his success with gladioli and roses. He is to specialize in these flowers.


**SPECIAL OFFER of HEATHER**

Heather Melanthera and Ovata, French trumpet Hybrids, Coredenoides Veitchii out of 1¾-in. pots ready for shift—$100.00 per thousand.

**A. L. MILLER**

Sulphin Rd. and Rockaway Boulevard, JAMAICA N. Y.


## George Watson's Corner

"You in your small corner and me in mine."

"Carry me back to old Virginia." That is the song that Peter Penn Watson, an old time Southern gentleman, asks to hear the Kilby Street men sing in their patriotic hoorah on the 16th inst. He loves that song and we love him for loving it. No matter what we feel about Napoleon and George Washington and Fritz and the blawsted English and Scotch—we Sinn Feiners are always willing to join in on "Carry Me Back to Old Virginia."

The old strains carry us back, no matter how busy we are in 1921 affairs. Where can you get in the jazz music of today anything like the sentiment of "carry me back to Old Virginia." It can't be done. They say the only music the monkeys in the circus will dance to is the jazz stuff. I like to see and laugh at the monkeys in Barnum's Hoora every year but excuse me from that level. Let's have "Auld Lang Syne" once!

Well, all right, after we've had "Auld Lang Syne" twice—then "Bide a Wee" and "Bairnies Cuddle Doon," we can have once more "Carry Me Back to Old Virginia," just to please Peter Penn Watson.

This has about as much to do with horticulture as the Monkey Slipper has to do with the orchid—the glory of the Orient—and yet, they are akin and very human to all of us who dig below the surface and trace the human soul in its search for the ideal and beautiful.

J. M. Bridgeford, Managing Director of the Watkins & Simpson Company, of London, England, arrived on the SS. Aquitania, May 21st. He proceeded to California on a crop inspection tour, and will visit the trade in the East later.

M. J. Callahan is to be congratulated on his fine new flower store at 39th and Market streets. It is a three-story building, with a fine show window and entrance on the ground floor. The latest modern improvements for attracting the passerby are all there, and none of the high toned downtown establishments make a much better showing than this West Philadelphia institution. "Joe," as the boys call him, is a real up-to-date boy and a credit to his old training ground on Chestnut street. Our call the other day was unexpected and found him knee deep in business, but still able to take care of a little more.


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| Grandiflora, Tall Mixed | $0.60 | $1.00 |
| Grandiflora, Dwarf Mixed | .60 | 1.00 |
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| Grandiflora, Prize Dwarf | .60 | 1.00 |
| Grandiflora, Prize Med. Tall | .60 | 1.00 |
| Stellata Hybrida | .60 | 1.00 |
| **Primula Chinensis** | | |
| Alba Magnifica | .60 | 1.00 |
| Chiswick Red | .60 | 1.00 |
| Duchess | .60 | 1.00 |
| Holborn Blue | .60 | 1.00 |
| Kermesina Splendens | .60 | 1.00 |
| Rosy Morn | .60 | 1.00 |
| Prize Mixture | .60 | 1.00 |
| **Primula Obconica Gigantea** | | |
| Lilacina, Lilac | | .50 |
| Kermesina, Crimson | | .50 |
| Rosea, Pink | | .50 |
| Alba, White | | .50 |
| Hybrida, Mixed (1/32 oz. $1.25) | | .50 |
| **Primula Obconica Grandiflora** | | |
| Fimbriata, Mixed | | .50 |
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**Philadelphia, Pa.**


William Schoenfeld, son of our old friend Herman Schoenfeld, of "the Neck," is still running the old greenhouses at 80th and Crothers avenue Growing more; selling more; and feeling fine. Away back in my early experiences of Philadelphia this Essington place was about the last corner in the backwoods. But Hog Island activities, and real estate operations caused by the war, have changed things wonderfully, so that now, instead of just smiling at the boys from "the Neck," by golly, we have to take our hats off to them!

Alfred E. Burk, who passed away recently, deserved well of the horticultural community. He was a millionaire business man and he loved flowers. He was noted particularly for his fine collection of rare orchids. He went even farther and allowed the general public to share in his hobby. His wonderful conservatory on North Broad street was open to all and the

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HORTICULTURE

flower shows that took place in Philadelphia and other cities were always well represented by a showing of his best specimens. He seldom appeared personally at gatherings, but was well represented by his next of kin, Louis Burk, who used to say "Alfred puts up the money: I gather in the glory." But, of course, that was only Louis' joke. He put up his money, too, and was one of the workers in addition.

Robert Craig, Sr., paid us a pleasant visit on his recent return from Porto Rico. His six months' sojourn down there seems to have agreed with him. He looks fine, and has a good stock of new jokes.

George W. Kerr of the W. Atlee Burpee Company left on a crop inspection tour to the far West on the 20th inst. Mrs. W. Atlee Burpee, Sr., and her son, David Burpee, president of the Burpee Company, also left on the same date for a tour to California. They expect to be gone four or five weeks.

There will be a lively debate at the next meeting of the Florist's Club. Tom Edison does not think much of the college boys. So Ed Ferncroft has in his usual up-to-date style got a professor from State College to tell the college side of the story. Robert Craig, Sr., will follow and open the discussion from the business man's standpoint. Don't forget to be there. First Tuesday of June. You want to hear both sides. Live subject all right.

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20,000 BEGONIA MELIOR 2¼-in. pots, FROM LEAF CUTTINGS, READY NOW, $35 per 100, $300 per 1000.
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Webster, Southbridge, Lee, Brookfields, Rutland, Marlboro, Southboro and Adjacent Territory

## NASSAU COUNTY (N. Y.) HORTICULTURAL SOCIETY

At the regular monthly meeting of the Nassau County Horticultural Society at Glen Cove, L. I., C. Gandenherger was elected to active membership. President Noonan appointed James Halloway, John Everett and Samuel Trepano to judge the monthly exhibits and their awards were as follows: Twelve pink Darwin Tulips, 1st, Frank O. Johnson; 3 heads of lettuce. 1st, William Allen; vase of outdoor flowing shrub, 1st, Frank O. Johnson; collection of lilacs exhibited by Frank O. Johnson, thanks of the society; pot of Brasso Cattlya, exhibited by Frank O. Johnson, honorable mention. One petition for active membership was received at this meeting. The chairman of the executive committee read the schedule of the Rose Show to be held early in June. Mr. Wallace of Carter's Seed Co. was present and spoke on the lawn and garden contest being conducted in this city. Mr. Popp of Scheiper's was with us and gave a very interesting talk on gladiolus and the different methods of growing them. Exhibits for June 8th meeting will be 12 H. T. Roses, mixed; 12 H. P. Roses, mixed; 25 Sweet Peas, mixed. William Popp special for assistant gardeners, best decorated basket. C. Wallace special, best 6 varieties of vegetables.

ARTHUR COOK,
Cor. Sec.

## EXHIBITION AND LECTURE

The May exhibition of the Massachusetts Horticultural Society will be held at Horticultural Hall, Boston, Saturday and Sunday, May 28 and 29. Interesting features of this exhibition will be the displays of miniature rock gardens filled with wild plants and flowers and the exhibits of native plants.

Prizes are offered, also, for hardy flowering shrubs, irises, tulips, narcissi, and other seasonable flowering plants. The first exhibits of vegetables for the season will be made.

The following additions to the printed Schedule of Prizes are offered by Miss Marian R. Case, of Weston:

Columbines—Native wild species (Aquilegia canadensis)
- Six speciments, one prize, $3.00

Long-spurred species
- A. chrysantha, yellow, six specimens, one prize, 3.00
- A. cærulea, blue and white, six specimens, one prize, 3.00
- Any other colors or hybrids, six specimens, one prize, 3.00

Lupines—Any variety, native or cultivated. Three prizes, $3, $2, $1

Mr. Kenneth W. Gillett of Southwick, Mass., will give information on the cultivation of wild flowers and will lecture both afternoons at three o'clock.

## DAMAGE BY FROST

Frost within the past week has done much damage in New England. At the nursery of R. & J. Farquhar Co nearly all of the thousands of Lilium Regale plants were killed back to the ground. This lily seems to have suffered bady in many gardens, too, whereas the Sargent lily and most of the other kinds were not harmed. Lilacs were damaged to a considerable extent and many other shrubs show the effects of the frost.


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## THERKILDSON'S NEW POSITION

W. F. Therkildson, for many years sales and advertising manager of the W. Atlee Burpee Co., of Philadelphia,



W. F. Therkildson

and later in charge of the agricultural division of W. N. Ayer and Son, Philadelphia, has now become vice president of Critchfields Co., Chicago, one of the largest advertising concerns in the world.

## SPECIAL RATES TO WASHINGTON

Many of the railroads are to offer special rates for the S. A. F. Convention in Washington, Aug. 16-18. In some cases the round trip tickets will be at the rate of one and one-half fare. No reduction will be made by the New England roads, although through tickets allowing the reduction on other roads will be sold. In all cases it will be necessary to show identification tickets.

Mr. George Walter Dawson, son of the late Jackson Dawson, of the Arnold Arboretum, has just been awarded the degree of Fine Arts by the University of Pennsylvania, where he is now an instructor. He was one of the five men throughout the United States to whom this honor was given.

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## GARDENER'S AND FLORIST'S CLUB OF BOSTON

At the last meeting of the Gardener's and Florist's Club of Boston, W. H. Judd, the president, gave a very interesting talk on new shrubs and trees, dealing especially with those to be found in the Arnold Arboretum.

Resolutions were adopted on the death of the late F. C. Green of Providence, R. I.

It was voted to have a ladies' night at the June meeting, and to hold the annual picnic at Cunningham Park, Milton, about July 24.

The exhibits were numerous and included the following:

Heliotrope and Spiraea, W. W. Edgar Co.; Tomatoes, Victory and Sterling Castle, W. N. Craig; Long Spurred Columbine, James Methven; Trollius in variety, James Heurlin; Flowering Shrubs, Arnold Arboretum; Lily of the Valley, Leuthy and Co.; Native Orchids, Frederick Cave; Primulas and Double Blue Centaureas, W. H. Golby; Sweet Peas, Tulips and Indoor Grown Potatoes, James Donald.

Aylward's Flower Store in Woburn, Mass., is being greatly improved, especially by the addition of new and much larger windows.

Frederick W. Rupp, a well known florist of Lawrenceburg, Ind., recently suffered a broken leg when his driving horse ran away.

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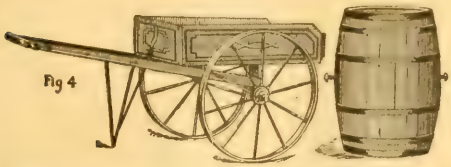
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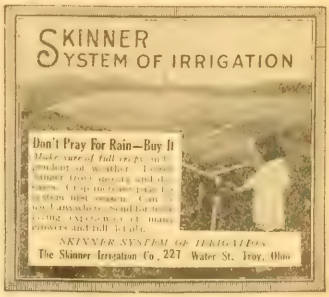
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# HORTICULTURE

Volume XXXIII JUNE 10, 1921 Number 11





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1894-1921

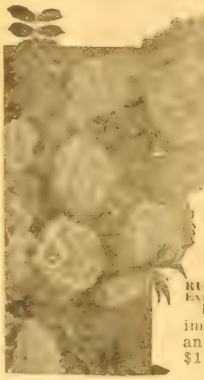
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That we have one of the FINEST COLLECTIONS of PEONIES that may be found in the ENTIRE WORLD?

That WE HAVE MORE of the RARE INTRODUCTIONS in PEONIES than may be found in any SINGLE PLANTING either in this COUNTRY or ABROAD?

That a VISIT to OUR NURSERIES during MID-JUNE WILL AMPLY PROVE the above STATEMENT?

COME and see THERESE, LADY ALEXANDRA DUFF, KELWAY'S GLORIOUS, LA FRANCE, LE CYGNE, MME. GAUDICHAU, MILTON HILL, PHILIP RIVOIRE, RAOUL DESSERT, MONT BLANC, ROSA BONHEUR, SARAH BERNHARDT, SOLANGE, TOURANGELLE, MRS. C. S. MINOT, many of the SHAYLOR and BRAND VARIETIES and DOZENS of OTHERS all in their WONDROUS BEAUTY.

Then we have in addition the FAMOUS COLLECTION of THURLOW SEEDLINGS among which may be found some that will RIVAL even the BEST EVER PRODUCED.

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***West Newbury, Mass.***

*T. C. THURLOW'S SONS, Inc.*

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# -HORTICULTURE-

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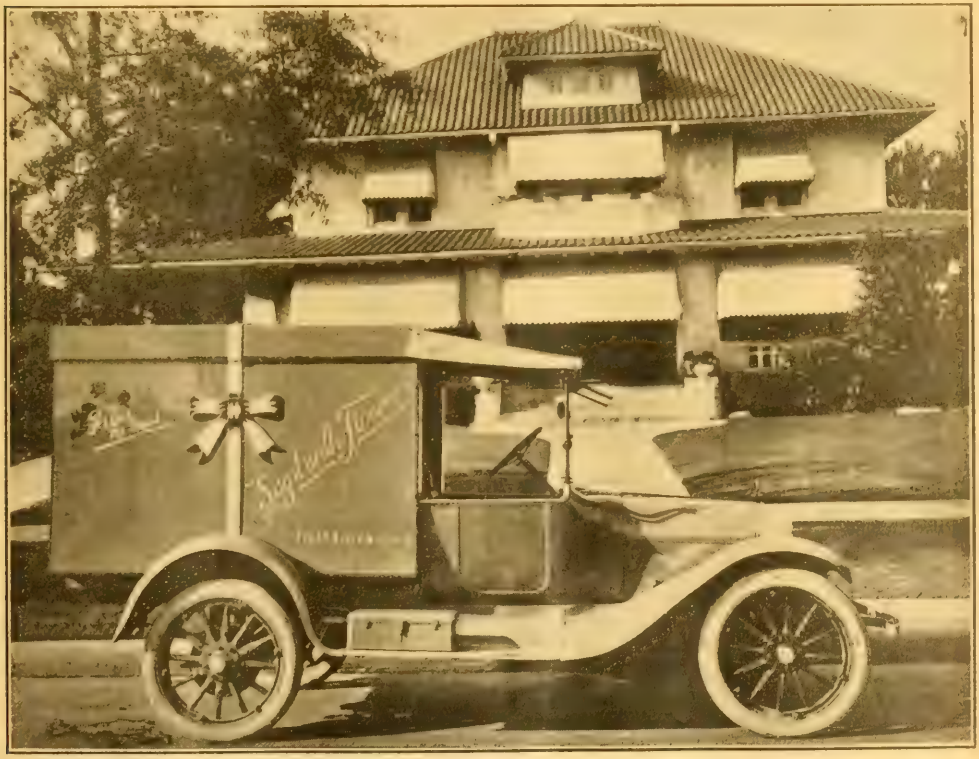
## THE TALK OF THE TRADE

The European corn borer is making a lot of extra work for florists in New England. The officials in charge of quarantine measures are increasingly vigilant in enforcing the ruling that during June and July no gladioli, dahlias, hollyhocks, zinnias, cosmos, asters, or chrysanthemums shall be shipped without inspection. The express companies early in the month notified wholesale florists that they could not accept any of the flowers named without a certificate of inspection. This means that they must be examined at the store. It would seem as though examination at the grower's premises would be sufficient, and that the grower's plant would be the proper place for making such an examination.

However, the ruling holds good, and inspectors have to be called when glads, which are the only flowers in the list being shipped at the present time, are sent out. It makes no difference whether the flowers are grown under glass or in the open. In fact, one of the inspectors is quoted as saying that the corn borer had been found in several instances in flowers grown under glass.

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I predicted several years ago that Lilium regale, sometimes called Lilium myriophyllum, would develop into a florist's flower. Already this prediction is being fulfilled, for some remarkably handsome blooms of this remarkable lily are being received by Welch Bros., in Boston. They come from John Marshall, of Providence, who has quite a large block of them. It is too early as yet to tell just how they will sell, but there is every reason to believe that the public will take to them with avidity, not only for their beauty but also for their fragrance, which is exceedingly sweet without being overpowering. A few flowers in a retail store should have considerable advertising value. If displayed in the open their perfume would undoubtedly extend to the farthest corner of the room, and a perfume, if agreeable, is a surprisingly important factor in increasing sales. I hope that Mr. Marshall's venture



This Delivery Car Is An Excellent Advertising Medium

with the Regal lily will prove successful and profitable, for if it does, other growers will certainly follow in his footsteps.

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Theodore Outerbridge, of Sunnylands, Bermuda, who has been visiting the trade in New England, is very emphatic in declaring that Bermuda lily bulbs are again being grown in their old-time form. He says that the bulbs which he is now growing are entirely free from disease, and are very free blooming. Florists securing ten to twelve flowers from one bulb would find it quite a contrast with the bulbs which they have been getting from Japan. It may be that the Bermuda trade will never regain its old-time importance. Yet it is quite possible, on the other hand, that Bermuda bulbs will eventually be sought in much larger numbers than at present by growers who want the highest quality without much consideration to price. In any event, Mr. Outerbridge painted the outlook for the industry in Bermuda in bright colors.

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After spending an hour in the Henry Robinson's establishment in Winthrop Square, Boston, I understood how it is that the Robinson Bros. have such a large hold on the retail trade of the east as they possess. Mr. Robinson seemed to recognize everybody who went into the store the minute they stepped inside the door. Almost invariably he was able to call them by name, and usually could refer to some member of their family, to their business, or to some previous conversation.

It's a great thing to have a memory like this. It gets a man a long way in his business dealings, for after all is said and done, the personal equation is oftentimes the most important factor. Almost every man likes to be called by his first name under such circumstances, and to feel that the man or woman from whom he is buying is interested in him sufficiently as an individual to remember his face, his tastes and his habits. We cannot all be blessed in this way, which is one reason, perhaps, why some of us stay at the bottom of the ladder, while others climb to the top.

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The Gude brothers, of Washington, have been figuring prominently and pleasantly in the public prints. At a recent meeting of the Grand Commandery, Knights Templars, of the District of Columbia, Mr. Adolph Gude, vice president of the S. A. F., was unanimously elected Grand Commander. Mr. Gude is very much of a Mason. He is already a Past Commander, Past High Priest, Past Grand High Priest, Past Patron of the Eastern Star, Past Grand Patron of the Eastern Star, and Past Potentate of Almas Temple. That certainly is going some.

Mr. William Gude, Washington representative of the S. A. F., has recently been honored by the president of the United States, who appointed him a member of the Rent Commission. On a recent occasion when the Humane Society held a big parade, the Gude Bros. showed a float which was 30 feet long and 8 feet wide, and carried a pergola covered with climbing roses, American Beauties, and palms. The float was drawn by six horses, and had as a passenger the president's dog, Laddie Boy. Needless to say this float created much favorable comment.

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Max Schling, who is always doing something new and novel, now offers a free course in floral arrangement to last from June 22 to July 2 inclusive. Said Mr. Schling the other day: "I propose to give at least five or six hours a day entirely to this work while this course is on. Perhaps more time will be given if the conditions require it. We propose to go through the whole line of work, including the making of bridal decorations, individual gifts, the preparation of funeral work, etc. We shall start with the wiring up of single flowers and proceed to the final touches of the finished piece." An opportunity like this is likely to be taken advantage of by a great many people who for various reasons are interested in it.

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When Fisher the florist of New London, Ct., found himself confronted with the problem of catering to more people than his store would readily accommodate, he hit upon the novel plan of making an open air garden. The plan was rapidly put into execution and featured particularly for Memorial Day, although kept open all through the bedding season. A garden was laid out in a semi-formal fashion, among the points of interest being the handsome tree fuchsias. Trained box was used for giving character to the beds which contained geraniums, cannas, marigolds and a general line of bedding stock.

The beauty of the garden soon became noised abroad and many people who were not regular customers came to look at it. In many instances they were so pleased with the garden itself and the store that they purchased either plants or cut flowers. In this way the proprietor and his clerks were brought into contact with many new people. Inasmuch as sales were made directly from the various beds, it was necessary to keep replenishing the latter, which caused considerable work. This, however, had its advantageous side, because on each day the display was somewhat different. Mr. Fisher seems to have hit upon a happy advertising scheme, and it certainly was one which brought him considerable new business, besides accomplishing its original purpose of relieving store congestion.

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Sentimentally speaking there is a close connection between birds and flowers. Whether or not this connection can be carried into a flower store with profit to the owner is a question which florists in different parts of the country are considering. The experiment is being tried by Caplan, the Florist, in Boston, in quite a large way. Mr. Caplan at his store on Massachusetts Ave., has a large number of birds in attractive cages interspersed with his flowers. Birds and flowers make an attractive window to which many people are drawn and the sales so far have been good.

Mr. Caplan is a thorough business man, though, and is not keeping birds in his store simply because he is fond of them. If they do not make a profit for him or if they interfere with his already prosperous florist business, they will go out. Many other florists are watching Mr. Caplan to see what his ultimate decision will be. While talking with me the other day he said he had not determined to his own satisfaction just what he would do. If the bird feature is retained the ceiling will be arched and the cages hung in such a way as to make a charming decorative feature. It is partly a question of whether the demand continues and how big the losses are.

"Some birds will die," said Mr. Caplan, "in spite of all I can do. Now when flowers begin to go bad they can be used in some way, but a dying bird is useless. Then there is the watering and feeding and the cleaning, all of which require considerable time and labor. So, you see, there are many things for the florist to consider before he stocks up with birds. I am just stating these points for the benefit of other florists who are interested in the subject, and not to discourage anybody. The birds may prove a good investment. I am not quite certain yet."

Whether or not it pays to keep a large number of birds in stock, and Mr. Caplan has had sixty at one

time, no one can question the advertising value of song birds when used in a small way or the decorative value of artistic bird cages. Many florists have already learned that this is true.

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Florists are often judged not so much by the company they keep as by the kind of delivery vehicles they maintain. It is not easy to overrate the advertising value of good delivery service. To a large extent the business will succeed or fail on that service. Kerr, the Florist, of Houston, Texas, appreciates this fact, and also realizes that an unusual delivery car will attract attention and keep his name before the public. Accordingly he had a car body constructed to resemble a huge flower box. A huge ribbon passes around it, and on the sides in large letters is the slogan, "Say It With Flowers." An old saying might be rephrased to read "Originality is the life of trade."

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It is interesting to find that the carnation Laddie is proving almost as popular in England as it has in this country, largely through the efforts of Mr. Englemann, who was greatly impressed with it upon the occasion of his visit to this country a year or so ago. Mr. E. H. Jenkins writes in one of the English papers about Laddie as follows:

"Already Laddie has taken two Awards of Merit—that of the Royal Horticultural Society on November 30th last when shown by Mr. Englemann, Saffron Walden, and that of the British Carnation Society when shown by Messrs. Low and Co. on December 1st, when out of a possible 100 it gained eighty-one points. Had flowers equal in size, color and freshness to those shown by Mr. Englemann before the Royal Horticultural Society the previous day been staged it would doubtless have gained a few points more, though the number given augurs well for merit, and particularly so this year when frost and fog had been rife and more severe than usual prior to the dates named. To the Committee of the Royal Horticultural Society Mr. Englemann sent up a magnificent vase of some five or six dozen blooms, each a replica of the other as regards size, color and freshness, the whole of them perfectly poised and supported on rigid 2½ feet long stems, as convincing a lot as could be conceived."

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*When writing to advertisers kindly mention HORTICULTURE*

## AMERICAN SEED TRADE ASSOCIATION

The 39th Annual Convention of the Association has been called to meet at St. Louis, Mo., Wednesday, Thursday and Friday, June 22, 23 and 24, 1921, in the Banquet Room, 17th floor, Hotel Statler, the first session beginning at 10.00 o'clock a. m.

The St. Louis Committee on Arrangements requests that special notice be given of the first annual 18-hole blind bogy golf tournament of the seed trade, at the Kirkwood Country Club, Tuesday afternoon, June 21, preceding the convention. Everyone is urged to enter whether he plays or not. There will be a cup for first prize donated by the local seedsmen and probably consolation prizes as an additional incentive.

The Southern Seedsmen's Association is planning to meet with us after adjourning their convention earlier in the week.

Yours respectfully,
C. E. Kendel, Secretary.

## AMERICAN PEONY SOCIETY

When the eighteenth annual exhibition of the American Peony Society is held at Horticultural Hall, Boston, in co-operation with the Massachusetts Horticultural Society, an unusually fine display is looked for. Saturday and Sunday, June 18 and 19, have been fixed as the dates of the exhibit. The local committee consists of A. H. Fewkes, Winthrop H. Thurlow and Harry A. Norton. The judges of the exhibits will be as follows:

**Open Classes**

Harry A. Norton, Ayers Cliff, Quebec, Can.; Bertrand H. Farr, Wyomissing, Penn.; A. H. Scott, Front and Market Sts., Chester, Penn.

**Amateur Classes**

Prof. A. P. Saunders, Clinton, N. Y.; James Boyd, Haverford, Penn.; R. T. Brown, Queens, Long Island, N.Y.


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SUMMER COURSE IN HORTICULTURE

School of Horticulture for Women, Ambler, Penna., (18 miles from Philadelphia) offers an August Course in Floriculture, Vegetable Gardening, Fruit Growing and Canning and Preserving. Practical work out of doors forms a large part of the schedule. Teachers will be especially interested in this course. Circular upon application.

ELIZABETH LEIGHTON LEE, Director.

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Extra Long Leaf,

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In Quantities 5000 and up.

C. O. D. or check with order.

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Fadeless, per bag, $3.50

Natural, per bag, 1.75

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**PAPER WHITE GRANDIFLORA**

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SAVE MONEY ON

# CUT FLOWER BOXES

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Our boxes are made of high-grade, good weight stock, combined with first-class workmanship.

| Size | MANILA Price per 100 Reg. Lid. | MANILA Price per 100 Full Tel. | MIST GRAY Price per 100 Reg. Lid. | MIST GRAY Price per 100 Full Tel. | MIST GREEN Price per 100 Reg. Lid. | MIST GREEN Price per 100 Full Tel. |
|---|---|---|---|---|---|---|
| 18x5x3—2 | $1.90 | $2.25 | $2.40 | $3.00 | $2.40 | $3.00 |
| 21x5x3½—2 | 2.25 | 2.65 | 2.80 | 3.50 | 2.80 | 3.50 |
| 24x5x3½—2 | 2.60 | 3.00 | 3.30 | 3.90 | 3.30 | 3.90 |
| 28x5x3½—2 | 3.00 | 4.00 | 3.90 | 5.00 | 3.90 | 5.00 |
| 21x8x5—2 | 3.00 | 4.00 | 3.85 | 5.10 | 3.85 | 5.10 |
| 30x5x3½—2 | 3.55 | 4.30 | 4.50 | 5.30 | 4.50 | 5.30 |
| 24x8x5—2 | 3.90 | 5.30 | 4.90 | 6.30 | 4.90 | 6.30 |
| 28x8x5—2 | 4.50 | 6.00 | 5.50 | 7.50 | 5.50 | 7.50 |
| 30x8x5—2 | 5.00 | 6.65 | 6.50 | 8.50 | 6.50 | 8.50 |
| 36x8x5—2½ | 7.00 | 9.00 | 9.00 | 11.00 | 9.00 | 11.00 |
| 30x12x6—2½ | 8.00 | 10.25 | 10.25 | 12.50 | 10.25 | 12.50 |
| 36x14x6—2½ | 10.00 | 12.00 | 12.50 | 15.00 | 12.50 | 15.00 |
| 36x12x6—2½ | 9.25 | 11.25 | 11.45 | 14.00 | 11.45 | 14.00 |

## WREATH BOXES

| Size | MANILA Price per 100 Reg. Lid. | MANILA Price per 100 Full Tel. |
|---|---|---|
| 16x16x5—2½ | $5.50 | $6.60 |
| 16x16x7—2½ | 6.50 | 8.50 |
| 18x18x6—2½ | 6.85 | 9.55 |
| 18x18x8—2½ | 7.80 | 11.20 |
| 20x20x6—2½ | 8.30 | 11.40 |
| 20x20x8—2½ | 9.80 | 12.10 |
| 22x22x8—2½ | 11.20 | 15.70 |

## VIOLET BOXES

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|---|---|
| 8x5x4—2 | $3.10 |
| 9½x6x6—2 | 3.85 |
| 10x7x6—2 | 4.90 |
| 12x8x7—2 | 6.10 |

## BOUQUET BOXES

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|---|---|
| 19x9x8—2½ | $6.10 |

On quantities of less than 100 of a size, 10% additional. On orders of 2500 boxes or over—special discount of 5%. Printing, in black, $2.00 per 1000 or less. Printing, colors, $3.00 per 1000 or less. Green or Gold Bronze, $5.00 per 1000 or less.

We solicit your patronage and we know you will be satisfied.

**BOSTON BOX CO., Inc.**

Manufacturers of FOLDING PAPER BOXES

33 HAWKINS ST. :: :: BOSTON 14, MASS.


## HYBRID RHODODENDRONS.

It is to the hybrids and not to the species of Rhododendrons that our gardens are most indebted. The history of many of these hybrids is obscure, and the records of their breeding have been so badly kept that it seems practically impossible to obtain the information about them needed to continue intelligently the breeding of Rhododendrons with the view of obtaining hardier races for New England gardens.

The plants which have been imported from Europe in the last seventy years in numbers running up into the hundreds of thousands are practically all the so-called Catawbiense Hybrids. These hybrids were obtained in the first place apparently by crossing Rhododendron catawbiense with R. ponticum, a Caucasian species not hardy here, and with R. maximum. Later the red-flowered Himalayan R. arboreum was crossed either with R. catawbiense directly or with its hybrids. Probably other Indian species were used in these crosses, which appear further to have been more or less crossed among themselves. Several hundreds of these hybrids have received names, but only a comparatively small number have proved hardy in this country, those in which R. catawbiense and R. maximum preponderate being naturally the hardiest, although a few of the hybrids with red flowers showing the influence of R. arboreum are hardy here.

Some of the Rhododendrons which have proved hardy here are evidently hybrids of the pale yellow-flowered Rhododendron caucasicum, a shrub which grows at high altitudes on the mountains of the Caucasus and of Asia Minor. These hybrids, or those of them which have been successfully grown in the Arboretum, are low shrubs with compact clusters of pink, white or red flowers which open from two to three weeks earlier than those of the Catawbiense Hybrids.

There is much confusion in regard to the history of many of these plants and their breeding. The most satisfactory of them here is called Boule de Neige. Judging by the name, it was raised in France or Belgium. Only the name appears in the most elaborate work on Rhododendrons which has been published, and nothing now appears to be known about its breeding. Boule de Neige has white flowers faintly tinged with pink when they first open, and is one of the best Rhododendrons which can be planted in New England.

In England several hybrids of Rhododendron Smirnowii have been raised. Some of these which originated at Kew have been tried in the Arboretum, but without much success. Of more promise are a number of plants raised at Holm Lea by Charles Sander by crossing R. Smirnowii with a Catawbiense Hybrid. They have now flowered in the open ground for several years and appear perfectly hardy. The flowers are large, in large compact clusters and vary from clear pink to deep rose color. The leaves are longer than those of either parent, but are without a trace of the felt which covers the lower side of the leaves of R. Smirnowii. We have here perhaps an early-flowering race which may add greatly to the possibilities of Rhododendron cultivation in this country.

A hybrid to which the name R. Holmleanum will be given raised by Charles Sander at Holm Lea by crossing the Chinese R. discolor, which is closely related to R. Fortunei, with a Catawbiense Hybrid has flowered under glass for two years and will flower this year in the open ground in the Arboretum where it has not been injured by the past mild winter. This hybrid has pale pink flowers in large compact trusses, and if it does not prove permanently hardy here it will be a useful plant for the conservatory.—*Arnold Arboretum Bulletin.*

## THE MARKET.

The market is quiet but not so dull on the whole as might be expected. Good stock sells reasonably well, but there is none too much of it, as weather conditions are affecting the output. This is especially true of carnations, which are becoming pretty small. The price on carnations has naturally taken a big drop. They sell from 1½ to 3 cents. Roses are rather better, especially whites. Prices run from 3 cents up. There are plenty of peonies, which are very even in quality. Prices run from 75 cents a dozen up. Some very good sweet peas are coming in, although there are still plenty of poor ones. Prices are from $1 to $3 a hundred. There are enough gladioli to met the demand at from $1 to $1.50.

# ADVERTISING AND SELLING

I can't remember any previous Memorial Day when so much newspaper advertising has been done by florists. This, too, is apart from the advertising of artificial wreaths which was undertaken by stores not essentially flower shops. It is interesting to find that some of the most extensive advertising was done in the smaller towns.

One piece of copy which impressed me greatly was that of E. W. Pearson, a florist of Newburyport, Mass. Mr. Pearson used an entire page in the Newburyport Daily News, and the way his copy was presented does much credit to him and to the printer who set it up. The design, while bold and vigorous, was very effective. No attempt was made to crowd a lot of matter into the space, as a result of which large type could be used. The words "Memorial Day" in big letters appeared across the top of the page. Under that came a paragraph which expressed the sentiment of the occasion, but was more or less perfunctory.

What caught the eye immediately was a box extending across the page. Two dollars on one side and three dollars on the other appeared in figures almost two inches high, while between them were the words, "A Large Stock of Rustic Baskets Filled with Plants." It was these baskets which Mr. Pearson featured, and I can think of no more emphatic way of bringing them to the attention of the public than was used in this advertisement. In smaller boxes further down the page artificial wreaths and cut flowers with the prices were advertised. It was a striking piece of advertising, and Mr. Pearson is to be congratulated upon it.

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In Providence the plan of co-operative advertising was adopted, W. A. Bowers, Johnson Bros., T. J. Johnson & Co., The Colonial Flower Shoppe, and the Westminster Greenhouses uniting in an excellent piece of copy with military decorations. In many of the other larger cities this same policy was followed. It is a question, though, whether this kind of advertising pays best. It seems to obliterate to a large extent the individuality of each florist, and to that extent may undo much which has been accomplished in the building up of a unique advertising campaign. In some instances it may be very valuable, but there are some florists who will serve their own interests best if they go it alone.

One interesting variation of the co-operative advertising plan was found at Worcester, Mass., where the Gazette published the Memorial Day program in a double column down the center of the page, with the advertisements of four prominent florists grouped on each side. This was rather an unusual plan, and a good one, at least from the florists' point of view, as no one could read the program without seeing the florists' announcements.

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Sometimes an advertisement "gets over" by its boldness and brevity. In other instances where smaller space must be used, more is often accomplished by adopting an intimate conversational style with one's message. It seems to me that C. N. Pond, of Brattleboro, Vt., put his copy in excellent language. It reads as follows:

"Just call around at our Canal Street Greenhouses (formerly the Allen Greenhouses) and have your pick from the best lot you ever saw. Geraniums—no limit this year. Nice, large, beautiful plants. Order your cemetery work early. We have the largest assortment of plants, for that line of work, of anyone in Southern Vermont. Quality cannot be beaten. Stop and look around a bit before you buy. We will have a large assortment of Cut Flowers for Memorial Day, better than ever before. All will be strictly fresh."

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I wonder how many florists keep track of the weddings in their towns. If a list of the dates should be kept it would offer some excellent prospects for business. Suppose that just before the anniversary of a wedding the husband should receive a polite note from the florist reminding him of the occasion and suggesting a gift of flowers for his wife. It is safe to say that the responses would be numerous and that permanent customers would be obtained in this way. Quite possible there are florists following this or a similar plan. It is simply thrown out as a suggestion worth considering.

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Fitchburg, Mass.

**MICHELL'S FLOWER SEEDS**

| | ½ pkt. | Tr. pkt. |
|---|---|---|
| **Calceolaria** | | |
| Grandiflora, Tall Mixed | $0.60 | $1.00 |
| Grandiflora, Dwarf Mixed | .60 | 1.00 |
| **Cineraria** | | |
| Grandiflora, Prize Dwarf | .60 | 1.00 |
| Grandiflora, Prize Med. Tall | .60 | 1.00 |
| Stellata Hybrida | .60 | 1.00 |
| **Primula Chinensis** | | |
| Alba Magnifica | .60 | 1.00 |
| Chiswick Red | .60 | 1.00 |
| Duchess | .60 | 1.00 |
| Holborn Blue | .60 | 1.00 |
| Kermesina Splendens | .60 | 1.00 |
| Rosy Morn | .60 | 1.00 |
| Prize Mixture | .60 | 1.00 |
| **Primula Obconica Gigantea** | | |
| Lilacina, Lilac | | .50 |
| Kermesina, Crimson | | .50 |
| Rosea, Pink | | .50 |
| Alba, White | | .50 |
| Hybrida, Mixed (1/32 oz. $1.25) | | .50 |
| **Primula Obconica Grandiflora** | | |
| Fimbriata, Mixed | | .50 |
| Vesuvius, Deep Crimson | | .50 |

ALSO ALL OTHER SEASONABLE SEEDS AND SUPPLIES

**Send for our wholesale catalogue and price list**

**HENRY F. MICHELL CO.**
518-516 Market Street
Philadelphia, Pa.

## BOSTON NEWS NOTES.

Dr. Walter Van Fleet, the famous rose hybridizer, has been a recent Boston visitor, spending some time in the Arnold Arboretum.

The store at 16 Tremont Street, Boston, has been leased by Samuel Marksman for a florist's store.

Early in July the Rosary, now located in Copley Square, will move to 749 Boylston Street, just above the Lenox Hotel, but on the opposite side. Here they will have commodious quarters, and the store is now being made ready for their occupancy. This concern has a very large business in the automobile trade.

Erick Anderson, of Woburn, has taken over the Waban Rose Conservatories, recently sold at auction. Mr. Anderson is a skillful grower and well known in the trade.

Plans are being laid for the annual picnic of the Gardeners' and Florists' Club, of Boston, to be held at Cunningham Park, Newton, July 21. These events are always largely attended and very enjoyable.

Del Carthright, formerly of the Waban Nurseries, has gone with his father, Elijah Carthright, at Natick, Mass.

# AMERICAN ROSE SOCIETY

## Meeting of the Executive Committee—Visit to Washington Rose Gardens

On the afternoon of June 1, the Executive Committee of The American Rose Society, with some especially invited guests, visited the rose garden of Dr. Walter Van Fleet, at Bell, Md., to inspect the many new and beautiful rose hybrids, which are to be disseminated through the offices of the American Rose Society and its nurserymen members.

The chief interest centered in the rose W. C. 134, which is to be officially christened "Mary Wallace" at the Portland Rose Festival in June and which is to be disseminated in the Fall of 1922 and Spring of 1923. Of great interest also were W. H. T. 237, W. S. 18 and a large number of others which were covered with blossoms despite the unfavorable season and which it is hoped may be disseminated in the future under similar arrangements.

A meeting of the executive committee of the American Rose Society was held at 1214 F street, Washington, D. C., on the evening of June 1st.

Plans for the propagation and dissemination of the rose "Mary Wallace" (Van Fleet W. C. 124) were perfected and announcements have been sent to all nurserymen who are believed to be interested in participating in the propagation of this rose under the conditions drawn up by the U. S. Department of Agriculture and the American Rose Society. Chief among such conditions are propagation in time to allow dissemination in Fall of 1922 and Spring of 1923, and the selling of the resulting plants at $2.00 each, paying to the American Rose Society a royalty on each plant sold during the first selling year. Any rose growing member who issues a retail catalogue and who has not received the official announcement and blank contract may secure these by writing the secretary's office at once. A deposit of $50.00 is required with each contract as an evidence of good faith. Applications should be sent at once and will not be accepted after July 1st.

There was a long discussion on the policy of the Society in regard to the registration of roses having names either identical or similar to roses previously introduced; and it was voted that the executive committee should have authority to refuse registration in such cases.

Over 100 members of the American Rose Society assembled at Gude's Flower Store at 9 a. m., June 2nd, for the all day Rose Pilgrimage. The party went by automobiles to the Arlington Test Garden, where many beautiful roses were seen in bloom. Here Dr. Ball, assistant Secretary of Agriculture, made an address, telling of the many sided work of the Department of Agriculture, speaking in detail about the Rose Test Garden and Dr. Van Fleet's work at Bell, Md.

The party then proceeded to Twin Oaks to see Mrs. Bell's charming rose garden and thence via Rock Creek Park to the Walter Reed Hospital, where, through the courtesy of Col. Glennin, a luncheon was served.

After the luncheon the annual meeting was held.

President Pyle at the beginning of the meeting, expressed the thanks of the society to Col. Glennin and Prof. Lumsden, for their kindness in inviting the members of the society to visit the Walter Reed Hospital.

The first business to be brought up was the election of officers and Mr. Gude at once moved the re-election of all officers and directors whose terms expired. This was seconded and immediately carried.

The officers thus re-elected for one (1) year were: president, Robert Pyle; vice-president, F. L. Atkins; treasurer, C. H. Totty; secretary, John C. Wister.

The directors thus re-elected for three years were John H. Dunlop, Wallace R. Pierson, Robert Simpson.

President Pyle then spoke for a few moments about the proposed Washington Rose Show Garden and the Portland rose trip which is scheduled for June, 1922. He then called upon Prof. Corbett, who spoke about Dr. Van Fleet's work at Bell, Md., and upon Secretary Wister, who spoke of the work of the Secretary's office, and about the dissemination of the "Mary Wallace" rose. Dr. Shoemaker then told of the work of the Tacoma Horticultural Society, and Miss Harrison expressed the wish that the American Rose Society should come to Washington again next year. Mr. McFarland spoke very briefly about the American Rose Annual, and then Mr. Gude closed the meeting with a tribute to the work of the Walter Reed Hospital.

It was by this time after three o'clock and the rest of the afternoon was spent in inspection of the buildings and grounds of the Hospital under the guidance of Col. Glennin and Prof. Lumsden.

The thanks of the American Rose Society are due to Mr. Gude and his local committee who planned the itinerary of the day's trip, and who made the day such a successful one.

John C. Wister, Secretary.
606 Finance Building,
Philadelphia, Pa.

## FERN SHOW IN BOSTON

### Planned for September—A Bulb Exhibit Next Spring

It has been the policy of the Massachusetts Horticultural Society the last two years to hold a big show each spring. The Orchid Show and the Rose Show have proved the value of this policy, which is to be continued next spring when a mammoth bulb exhibition will be held. An appropriation of $6,000.00 for this exhibit has been made and the show will be held some time in March. The schedule calls for gardens of 300 square feet for private growers and 500 square feet for commercial gardeners.

The trustees have also voted an appropriation of $3,000.00 for an exhibition of ferns to be held in Horticultural Hall, Sept. 25 of this year. This will be a show of an unusual nature, and one certain to attract a great amount of interest. The classes will include Orchids, Bromeliads, and Cacti. Altogether 52 classes are provided for and a preliminary schedule is soon to be issued.

## SWEET PEA FROM A MUMMY

William Patterson, a prominent florist of Wollaston, Mass., has figured in the Boston papers the past week on account of the so-called sweet pea flowered in his greenhouse and claimed to have been produced from a seed buried with an Egyptian mummy nearly 4,000 years ago. Mr. Patterson said he got the seed from Chester I. Campbell, American Treasurer of the Egyptian Exploration Corporation. Mr. Campbell says that, according to the story told him, it was one of six recovered in the ruins of a temple 70 miles from Cairo, and that it was found clutched in the hand of a mummy. The flower is a very handsome blue, and in many ways resembles a regulation sweet pea bloom.

WHEN WRITING TO ADVERTISERS PLEASE MENTION HORTICULTURE

## AMERICAN NURSERYMEN'S ASSOCIATION

The annual meeting of the American Association of Nurserymen will be held in Chicago at the Congress Hotel, June 23-24. All the meetings will be held in the Florentine room on the second floor, and many important matters are expected to come up for discussion. An extensive program has been prepared. It includes addresses by the Secretary of Agriculture, Hon. Henry C. Wallace, Dr. C. L. Marlatt, Chairman of the Federal Horticultural Board, who will talk on "The Situation as to Future Imports of Fruit Tree Seedlings," and L. B. Scott, whose subject will be "The Growing of Fruit Tree Seedlings in America."

At an executive session there will be a discussion on "How Market Development Funds should be used to produce greatest results." The objective of this discussion is a plan of publicity the coming year, when it should be started and how it should be signed, the approximate amount of money to be spent, etc. There will be a discussion also on the question of the association trade mark, "Trustworthy Trees and Plants." At this convention it probably will be decided whether the trade mark is to be continued or dropped, and how it is to be featured if continued. These are only a few of the very important matters to be brought up at this convention.

## BOSTON SHOW WELL ATTENDED.

The show at Horticultural Hall, Boston, last Saturday and Sunday was very well attended. It was rather late for irises but some good specimens were shown. The peonies came in fairly well, but the feature of the show was the exhibit of seedling azaleas from T. D. Hatfield, Wellesley. They were very fine and made a splendid impression. The prizes awarded were as follows:

### FLOWERS

**H. H. Hunnewell Fund No. 3.** Rhododendrons, 12 varieties: 1st, T. C. Thurlow Sons Co.; 2d, Faulkner Farm. Rhodendrons, 6 varieties, 1st, Faulkner Farm; 2d, T. C. Thurlow Sons Co. Azaleas, 12 hardy varieties, 1st, Faulkner Farm.

**American Iris Society Prizes.** Display of any variety of Iris arranged for effect; amateurs only: 1st, Hillcrest Gardens. Silver Vase, Iristhorpe. (Mrs. Homer Gage). Irises, 24 vases, not less than 12 varieties: 1st, Miss Grace Sturtevant. (Bronze Medal.)

**Prizes offered by Mr. and Mrs. Edwin F. Greene.** 12 Vases of Irises, not less than 6 varieties: 1st, Mrs. C. W. Willis; 2d, Iristhorpe. Hardy Herbaceous Flowers, 1st, Faulkner Farm.

**Gratuities.** T. C. Thurlow Sons Co., display of Rhododendrons, Iris and Azaleas. Faulkner Farm, Collection of Azaleas and Rhododendrons. Miss Cornelia Warren, Collection of cut Poppies. J. K. Alexander, Collection of Iris. Iristhorpe, Collection of Iris.

**First-Class Certificate of Merit.** Miss Grace Sturtevant, Seedling White Iris; Iris Parisiane X Mesopotamia. Arnold Arboretum, Rhododendron Holmleaense. (Discolor X Catawbiense.)

**Honorable Mention.** E. M. Dunphe, seedling Iris, "Francis Bennett." Miss Grace Sturtevant, Collection of Iris; T. C. Thurlow Sons Co., Collection of Seedling Peonies; H. H. Richardson, Anisostichus Caprolatus. Arnold Arboretum, Rhododendron Anneliesae.

**Vote of Thanks.** Walter Hunnewell, Collection of Cut Hybrid Rhododendrons.

### VEGETABLES

**Prizes offered by Mr. and Mrs. Edwin F. Greene.** Lettuce, 1st, Warren H. Heustis; 2d, O. M. Scott; Mushrooms: 2d, Hillcrest Gardens; Radishes: 1st, Hillcrest Gardens; Spinach: 1st, Hillcrest Gardens; Collection of Vegetables: 1st, Wm. McKay Donald; 2d, Hillcrest Gardens.

**Honorable Mention.** Hillcrest Gardens for Strawberries: Senator Dunlap, Premier and Wilfred Wheeler.

## WALTER REED HOSPITAL GARDEN

An exceedingly interesting and valuable pamphlet comes from the agricultural section of the Walter Reed General Hospital at Washington, D. C. It is in effect a hand list of trees and shrubs, both native and exotic, that are to be found at the hospital, which has a remarkable garden and arboretum. As a valuable appendix there is a list of native and migratory birds frequenting the grounds. The pamphlet was prepared by David Lumsden, instructor in agriculture, and is expected to stimulate an interest among the officers, nurses, patients and men in the beauties of nature as they are found close to the hospital. The hand book will also indicate to visitors the location of the various groups.

The book has been prepared with unusual care, and the scientific names are those adopted by the American Joint Committee on Horticultural Nomenclature. In looking through the publication one is surprised at the extent and variety of the shrubs contained in the hospital grounds. Among them will be found many which are considered rare. With its elaborate indexes and the precise although condensed description of each shrub, the book would seem to be of more than usual helpfulness to amateurs for whom it is presumably most especially intended.

## NEWS NOTES.

Snell & Read are building an addition 45x100 to their greenhouse at Little Falls, N. Y.

The Quality Flower Shop of Passaic, N. J., has been purchased by Tunis Van Goor and De Waal Malefyt.

George Weaver & Sons, of Wilkesbarre, Pa., have purchased the Dewey Park greenhouse from the Harry Carnell estate. This house contains 25,000 square feet.

The Boston Telegram recently published a sensational article to the effect that many hundred dollars' worth of rhododendrons have been stolen from public grounds and transferred to private estates. It was stated at the Park & Recreation Department that there is absolutely no truth in this report and no grounds whatever on which to base such allegations.

George Sims has been elected manager of the Flushing, N. Y., branch of Trepel's florist store.


# SOW NOW

**CANTERBURY BELLS,** Farquhar's Prize Mixed.
Pkt. $0.25, ¼ oz. $0.85, oz. $2.75

**CANTERBURY BELLS.** Single Pink, Blue, White, Mauve. Each of the above colors,
Pkt. $0.10, ¼ oz. $0.60, oz. $2.00

**DELPHINIUM,** Farquhar's Improved Mixed,
Pkt. $0.50, ¼ oz. $1.75

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**HOLLYHOCK,** Double Crimson, Pink, Salmon, Yellow, White, Purple and Special Mixture. Each of the above colors,
Pkt. $0.15, ¼ oz. $1.00

**SWEET WILLIAM,** Farquhar's Giant Mixed,
Pkt. $0.25, ¼ oz. $0.75

## R. & J. Farquhar Company

**6 South Market Street, Boston, Mass.**

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

Mr. A. C. Burrage, president of the American Orchid Society, is continually surprising flower lovers by his exhibits, which are of a nature never before seen in this or any other country. At a recent show in Horticultural Hall, Boston, the display consisted of an Odontoglossum collection of most unique and unusual character. The beautiful and showy Odontoglossums, from the eastern slopes of the Andes mountains of South America, have commonly been considered almost impossible of cultivation in the United States, owing to the extreme heat of the summers and the dryness of the atmosphere. They would grow well in the moister climate of England, but seldom survive long after being brought here.

Finally, however, all the conditions needed for making these wonderfully beautiful flowers thrive have been met at Orchidvale, Beverly Farms. Here in a unique greenhouse devoted to Odontoglossoms, Masdevallias and Cockliodes, an atmosphere has been created artificially which is very similar to that where these orchids grow naturally.

The house was designed to reproduce, so far as possible, the exact conditions under which the plants grow wild; that is, to furnish them with the shade, the cool air laden with moisture, and the constant circulation of air around the plants. The house itself is sixty-four feet long, fourteen feet wide and sixteen feet from the bottom to the ridge-pole. It is made of concrete, and nearly all of it except the glass roof is below the ground. The lower part of the house is made into a tank filled with water, largely with rain water gathered from the roof. The floor of each of the two benches and a separate shelf under them are covered with the porous rock known as tufa stone, which slowly gives up by evaporation the water which is sprinkled over it.

Outside of the house are small cement-lined wells, several feet deep, which convey the air into the lower part of the house just over the cold water, and at the top of the house on each side of the eaves there is a double row of ventilators running the entire length of the house, one on each side of the ridge-pole. Twelve inches above the roof are horizontal wooden roller shades and twelve inches above these another roll of wooden shades running vertically. Along the top of the ridge-pole is



Odontoglossum Rossii Majus

THE ELM CITY NURSERY COMPANY

**Ibolium Privet**



THE NEW HARDY HEDGE to be introduced to the public this fall for the first time.

**Box-Barberry**

now too well known to need further description.

WE ARE NOW READY TO QUOTE TRADE PRICES TO HOUSES WHO WISH TO CATALOG THESE NOVELTIES IN THEIR FORTHCOMING ISSUES

**INTRODUCERS**

**The Elm City Nursery Co.**

Woodmont Nurseries, Inc.

*New Haven - - Conn.*

a perforated metal pipe through which cold water is sprinkled over the roof in extremely hot weather.

On dull, dark days both sets of shades are rolled up and the light allowed to go directly through the glass to the plants, whereas on hot days both sets of shades are pulled down, the roof sprinkled with cold water from the pipe, and the air brought underground and cooled by passing over the water and circulated among the plants by an electric fan at the end of the house.

The protection thus afforded the plants, which is so much more effective than has heretofore been used either in this country or any other, is the cause of the extraordinary growth of the plant bulbs and the exquisite beauty of their flowers.

The house contains some 2000 Odontoglossum species and hybrids, large and small, young and old, among them many of the finest known and winners of high-class certificates and medals in European exhibitions.

---

Visitors to the Arnold Arboretum in Jamaica Plain, Mass., are much pleased with a new map which has just been prepared. This map, while less detailed than the one used in the Guide, is easier to study. It shows clearly the gates which are nearest to the different groups and with its aid one may motor from one gate to the other and thus see nearly all of the big displays with but little walking. The lilacs, for example, are shown to be near the Forest Hills gate. The azaleas and laurel are close to the South Street gate, the conifers near the Walter Street gate, the viburnums a short distance within the Center Street gate and the crabapples on Peters Hill only a short distance from the Bussey Street gate. The location of the Chinese plants, the hawthorns, the crabapples and the like are clearly indicated. A copy of this map under glass has been posted on each gate, a convenience which is greatly appreciated by strangers.

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The lectures being held at Horticultural Hall, Boston, in connection with this season's shows are attracting much attention. These lectures are being held both Saturday and Sunday afternoons, and relate to the flowers or plants most in evidence in the exhibition hall. On May 28 and 29, Kenneth W. Gillette, of Southwick, Mass., talked on "Our Native Wild Flowers." Last Saturday Mr. T. D. Hatfield discussed rhododendrons and azaleas, a subject upon which he is remarkably well informed.

These lectures which have been made possible through the generosity of Marian Roby Case, prove beyond a doubt that visitors to the shows are glad to learn about the cultural directions required to grow successfully the different plants shown. The smaller shows, while not attracting big crowds, yet bring in a great many people who are really interested in flower growing, and sometimes individual exhibits at these smaller shows are remarkably good.

The Odontoglossums shown by Mr. Burrage on May 28 and 29 made a show all in themselves, and on the same date H. F. Chase, of Methuen, Mass., exhibited a vase of Lord June iris which aroused the greatest enthusiasm among iris lovers present. Plants of this iris have been shown before, I believe, by Mr. Chase, but never, perhaps, have specimens as good as the vase shown at this exhibit been seen anywhere.

**MONTROSE NURSERIES**

BOXWOOD (all sizes), HARDY RHODODENDRON, BAY TREES, FANCY EVERGREENS (for tubs)

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|---|---|---|---|
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| 2500 | Premier, 2½-in., own root | 18.00 | 160.00 |
| 8000 | American Beauty, extra good | 15.00 | 125.00 |
| 8000 | Double White Killarney, own root | 15.00 | 120.00 |
| 5000 | Maryland, own root | 15.00 | 120.00 |
| 4000 | Dunlop, own root | 15.00 | 125.00 |
| 5000 | Columbia, own root | 15.00 | 120.00 |
| 4000 | Cecil Brunner 2¼-in. | 15.00 | 120.00 |
| 2000 | Kaiserin, own root, 2½-in. | 12.00 | |
| 2000 | Ophelia, own root, 3-in. | 18.00 | 140.00 |

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VALLEY PIPS, Dutch or German type, in case lots of 2500 pips.
LILIUM MAGNIFICUM 9-11 inches
BAMBOO CANES, Japanese and domestic, natural and dyed green, all sizes.
RAFFIA, natural and colored, 25 lbs. up.

SUMMER SHIPMENT

FERNS IN FLATS—July-August shipment.
DRACAENA CANES—May shipment.
PALM SEEDS, Kentia, Belmoreana and Forsteriana, Cocos Weddelliana, etc.

FALL SHIPMENT

DUTCH BULBS, MANETTI STOCKS, CHINESE SACRED LILIES, VALLEY PIPS, JAP. LILY BULBS, DRACAENA CANES, FRENCH BULBS, FREESIAS and CALLAS, BEGONIAS and GLOXINIAS, etc., etc.

Write for prices, stating your requirements

**McHUTCHISON & COMPANY**

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**HAIL STORMS**

In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection. Address

**JOHN G. ESLER, Sec.**
**Saddle River, New Jersey**



To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**

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## S. A. F. & O. H. Department

### National Publicity Campaign

The time when the Publicity Committee will make the contracts for the next series of advertisements in the national magazines is fast approaching. The funds at present available to cover these contracts and settle outstanding liabilities are not large, in fact, do not permit of what the committee feel would be a proper effort to revive the slogan "Say it with Flowers" after the dormant period now happily ending. The first of this advertising should reach 12,000,000 or more people, just as some of our former advertising did. As anyone conversant with magazine advertising knows, this means an expenditure of several thousand dollars. All florists who have not yet subscribed to the Campaign Fund are urged to send in their subscriptions now, thus enabling the Committee to carry out their plans to the full.

Subscriptions received for 1921 amount to $25,188.60. The following are subscriptions of record since our last report:

| | |
|---|---|
| B. F. Barr, Lancaster, Pa. | $30.00 |
| Chas. M. Keanz, Great Falls, Mont. | 10.00 |
| The El Paso Carnation Co., El Paso, Ill. | 10.00 |
| Wm. R. Gibson, Berkley, Calif. | 10.00 |
| J. W. Dudley Sons Co., Parkersburg, W. Va. | 100.00 |
| Wright's Flower Shop, Los Angeles, Calif. | 25.00 |
| Mrs. Amos McCulloch, Clarksville, Texas | 10.00 |
| L. C. Hecock Floral Co., Elyria, Ohio | 50.00 |
| Furrow & Co., Guthrie, Okla. | 15.00 |
| Hirzel Bros., Toledo, Ohio | 10.00 |
| Chas. Eble, New Orleans, La. | 10.00 |
| J. F. Wilcox & Sons, Inc., Council Bluffs, Iowa | 200.00 |
| B. M. Joseph, San Francisco, Calif. | 35.00 |
| J. Gammage & Sons, Ltd., London, Ont., Canada | 25.00 |
| A. Washburn & Sons, Bloomington, Ill. | 100.00 |
| Louis Sprankle, Huron, Ohio | 7.50 |
| Siebrecht Floral Co., Winona, Minn. | 20.00 |
| Texas State Florists Assn., Ft. Worth, Texas | 50.00 |
| London Nurseries, Baltimore, Md. | 10.00 |
| | $727.50 |
| Previously reported | 24,461.10 |
| | $25,188.60 |

Now is a good time to locate positions for the slogan billboards. Quite a number of these billboards are still on hand, and immediate shipments of them can be made at the regular price, $50 each. One of these boards on your property, Mr. Florist, would mean a lot of publicity for you, and also for our industry. The price represents the actual cost, and a low cost at that.

The Secretary has just received a letter, dated at Seattle, from J. F. Ammann, now in the West on a tour in the interests of the Campaign, in which he states that his party is meeting with splendid success wherever they go. In each city so far visited an allied trade organization has been formed, and this means permanent aid in our publicity work.

### The Washington Convention

President Roland and the Secretary were in Washington on Wednesday, June 1, when they met with the advisory committee on the Trade Exhibition, Z. D. Blackistone, David Grillbrotzer, and Adolph E. Gude, the latter acting for his father, Vice President Adolph Gude, who was unavoidably absent from the city. It was found that all details in the arrangements for the exhibition were being worked out smoothly, and preparations were up to date in every respect. A visit was made to the convention hall, where it was found that plenty of space would be available to accommodate all applicants for space. President Roland was glad to be assured on this point, as he had been a little in doubt as to the hall's capacity.

Additions to the list of exhibitors are constant, and the prospects are that the entire area as laid off on the official plan will be taken up before

FERNS

2¼-in. pot grown plants. Booking orders for June 1st delivery

BOSTON ROOSEVELT
WHITMANII VERONA

$6.00 per 100, $55.00 per 1000

Runners of above
$2.00 per 100, $15.00 per 1000

MACAWII

2¼-in. pots, $10.00 per 100, $95.00 per 1000
Runners, $2.50 per 100, $20.00 per 1000

L. J. Reuter Co.

*Plant Brokers*

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Short P. O. Address: L. J. Reuter Co., Boston 72, Mass.

the convention opens. The following exhibitors have made space reservations within the past few days:

Taiyo Trading Co., New York City; Horticultural Publishing Co., Boston, Mass.; Cohen & Hiller, New York City; Kervan & Co., New York City; Poultry Feed Co., Chicago, Ill.

### The Convention Program

The official program for the Convention is now in course of preparation, and will be completed for mailing to members at least thirty days before the opening date of the convention. Some interesting addresses have already been arranged for, including one by F. J. Giblin of Utica, N. Y., on "Greenhouse Heating Up to Date," one by L. D. Fernald of the New York Post, on "Publicity for Florists," and one by Prof. L. C. Corbett, of the Bureau of Plant Industry, U. S. Department of Agriculture, Washington, D. C., on "The Production of Florists' Stock with Reference to Quarantine Order No. 37."

Although the list of guarantors for the show was completed some time ago, the following additional subscriptions have been received, making the total $20,632.00:

| | |
|---|---|
| Whitthuhn's Flower Shop, Cleveland, O. | $100.00 |
| A. Washburn Sons, Bloomington, Ill. | 100.00 |
| Pittsburgh Cut Flower Co., Pittsburgh, Pa. | 200.00 |

### Department of Plant Registration

Public notice is hereby given that the following new plants have been submitted for registration by the Society:

By Henry J. Doll, Wanskuck Greenhouses, Providence, R. I.—Geranium, Mrs. Henry J. Doll. A seedling, parentage unknown. Plant a strong grower, free and early bloomer. Zone in leaf very distinct. Height of plant about 18 in. Color of flower glowing scarlet; size 2 in. in diameter. Flowers single, 40 to 50 to a cluster, 5 petals to a flower.

By E. H. Kunze, Newton, Kans.—Geranium, E. H. Kunze, 1917 seedling, parentage unknown. Strong grower, of medium height, very compact. Foliage bright green, heavy from bottom up. Flowers brilliant rose pink, shading to white center; immense trusses of double florets, many larger than a silver dollar, each carrying from 11 to 17 petals. Prolific bloomer, flower stalks forming at every or every other joint, quite often two from one joint at the same time. A 4 in. pot plant has been seen to have 11 flower stalks in full bloom and heavy bud at once.

Any person objecting to either of these registrations, or to the use of either proposed name, is requested to communicate with the Secretary at once. Failing to receive objections, registration will be made three weeks from this date.

John Young, Secretary.

43 W. 18th St., New York.




Forcing Bulbs
IMPORTED, DOMESTIC, COLD STORAGE.
For every month in the year we have something to offer the grower . . . . Prompt shipments on seasonable stock. Information and prices on future crops maturing. WRITE US
CHICAGO Vaughan's Seed Store NEW YORK
WRITE OR CALL

THIS SEASON'S NEW ROSES
PILGRIM CRUSADER PREMIER RUSSELL HADLEY
We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.
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"SEEDS WITH A LINEAGE" ALL VARIETIES
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FLOWER SEEDS and BULBS
FOR THE FLORIST
Antirrhinum Begonia Calendula
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Sweet Peas Verbena Gladioli Gloxinia
Canna Dahlias Caladium Hardy Lilies
FOTTLER, FISKE, RAWSON CO.
12 and 13 Faneuil Hall Square BOSTON, MASS.

# —HORTICULTURE—

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Good temper is as necessary in a man as it is in a saw.

**On the Inside.** The election of the Society of American Florists and Ornamental Horticulturists to the Chamber of Commerce of the United States is worthy of more than passing comment. It is a long step forward, and should mean much to the future of the society. And in the appointment of Mr. John K. M. L. Farquhar of Boston by President Thomas Roland as National Councillor, there is full assurance that the interests of the society will be carefully and intelligently looked after. It will be Mr. Farquhar's place to serve as a connecting link between the great organization of florists and the National Chamber at Washington. It is an excellent arrangement altogether. The Chamber of Commerce holds an exalted postion at the capital, and the views presented through its committees are always listened to by legislators with appreciative attention. The fact is realized that behind this organization are many of the country's most influential men. Because of his wide knowledge of horticultural matters of every nature Mr. Farquhar will be able to present to the Chamber matters of vital importance to the florists of America in a most convincing manner.

**More Quarantines.** It seems quite likely that Mr. Farquhar in his capacity of National Councillor will speedily have an opportunity to take up with the Chamber of Commerce at Washington matters of the greatest importance to florists throughout the country. Quarantines continue to multiply, and unless they are modified or abated in some way, a big financial loss will follow.

Consider some of the latest instances. Formerly cuttings of Ficus elastica were imported from Belgium. Under press of circumstances the business went to Louisiana, and it was expected that heavy shipments would be made from the vicinity of New Orleans in May and June. What happened? Why, just as the first shipments were ready a quarantine was clamped down on the two producing communities by reason of the camphor scale. How long will this quarantine last? No definite announcement on this point was made, but doubtless long enough to spoil the season's crop of cuttings, estimated at over 100,000.

Take also the matter of palm seeds from Oceania. There is a ruling of some month's duration that such seeds must be fumigated for twenty-four hours by carbon bisulphide. Recent shipments of Kentia seeds from Australia were received under permit, with a health and sterilization certificate attached to each case, yet the officials ruled that the seeds must be fumigated and this was done. It is feared, however, that this fumigation will greatly reduce the germination, besides adding to the delivered cost of the seeds.

We understand that a Belgian delegation is now in this country seeking modification of quarantine No. 37 and will lay their case before the United States Department of Agriculture. They seek a modification only as the regulations apply to greenhouse grown plants. If we are not mistaken, another delegation is soon to come from Holland.

Altogether there is evidence that a crisis is not far distant. The fact is recognized that many importers and growers in this country are in favor of a more or less general embargo. Their position is to be respected, and their arguments considered. What is fair to them is also fair to those opposing an embargo of any kind. The point is that the industry needs to have the whole situation clarified and put upon a straight business basis, so that everybody will know just what to expect for a long time ahead and just how to map out a course of conduct.

**Wreaths To Burn.** Whatever one may think of artificial wreaths for Memorial Day use, there is no question about the fact that far too many of them were put on the market this year. They were sold in dry goods stores, at notion counters, and on the streets. They brought into direct competition with florists concerns which ordinarily are engaged in an entirely different line of trade. Many of them were sold so cheaply by hucksters that buyers were given the impression of overcharging on the part of florists. In some instances wagons loaded with wreaths were hauled to cemetery entrances and the wreaths sold for what they would bring. It is true that most reputable florists sold artificial wreaths, many of which were exceedingly well done. There is going to be a demoralization of Memorial Day trade, however, if conditions which prevailed this year are duplicated in the years to come.

## EVER GET TO THINKING OVER YOUR HARD LUCK?

When Abraham Lincoln was a young man he ran for the Legislature in Illinois, and was badly swamped. He next entered business, failed, and spent seventeen years of his life paying up the debts of a worthless partner.

He was in love with a beautiful young woman to whom he became engaged—then she died.

Later he married a woman who was a constant burden to him.

Entering politics again, he ran for Congress, and again was badly defeated.

He then tried to get an appointment to the United States land office, but failed.

It was only after all this that success began to come to him.—Commercial News.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
ALBERT H. AMLING CO., Maywood, Ill.
DUCKHAM-PIERSON CO., Madison, N. J.
ROWAYTON GREENHOUSES, Rowayton, Conn.
MILLER FLORAL CO., Farmington, Utah
WELLWORTH FARM GREENHOUSES, Downers Grove, Ill.
A. S. BURNS, JR., Spring Valley, N. Y.
ROBT. SIMPSON, Clifton, N. J.
CHAS. H. TOTTY CO., Madison, N. J.
NOE-RUZICKA CO., Madison, N. J.
WM. H. ELLIOTT CO., Madbury, N. H.
ANTHONY RUZICKA, Madison, N. J.
W. J. PILCHER, Kirkwood, Mo.
JOS. HEACOCK CO., Roeloffs, Pa.
WENDLAND & KEIMEL, Elmhurst, Ill.
JOY FLORAL CO., Nashville, Tenn.
ROBERTS ROSE CO., Denver, Colo.
GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. CODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## STRAWBERRIES.

Strawberries!
Ripe Strawberries!
Who'll buy my strawberries?
Who'll buy?

The old street calls of London are now collected in volumes of historic interest to put upon our shelves, but never was there a time when there were more varieties of delicious strawberries than today. As I look over the beds at Hillcrest and see the old Marshall berry growing with the Wildwood, Big Joe, the Bushel Basket, Mr. Graton's delicious Saint Martin, Dreer's New Prolific, and various others, I feel that it is hard to choose the best from among them. The many prizes which Hillcrest has won for its exhibitions of strawberries bring us letters asking for our choicest varieties and for information about growing them. With the Wilfrid Wheeler No. 7 berry, we have for two years won prizes, as it has ripened early, been good in form and color with a delicious taste.

We are therefore glad that Mr. Wilfrid Wheeler who hybridized this berry, and who has been known as the Strawberry King, is to speak at Horticultural Hall on June twenty-fifth and twenty-sixth, at three o'clock in the afternoon, on the cultivation of the strawberry. A free lecture on Saturday and Sunday afternoons at three o'clock.

There is a general call at this exhibition for out-of-door roses, and two prizes of thirty and twenty dollars offered "For the Most Artistic Decoration of Roses with rose foliage, to fill space not exceeding fifty square feet." We hope that this display of hardy roses will compare in beauty with the gardens of greenhouse grown roses exhibited in April.

There are silver and bronze medals offered for the best displays of hardy herbaceous flowers. Prizes of thirty and twenty dollars offered for achimenes, and smaller prizes for Sweet Williams, Perennial Larkspurs, and Campanalas.

We also hope that the classes for vegetables will be well filled. Beans, beets, cabbages, carrots, cucumbers, lettuce, peas and tomatoes are called for.

At all these exhibitions new and unusual flowers and vegetables are cordially received.

M. R. CASE.

Hillcrest Gardens,
May, 1921.




NEW DWARF SEEDLING BEGONIA

**BETTY FARR**

The neatest dwarf (6-7in.) everblooming **Begonia** with semi-double or double deep-cerise colored flowers.

Makes an ideal plant for bedding out or as a pot plant. Blooming from two inch pot up without intermission. Fine for basket work in all sizes. A plant the ladies go crazy over.

**Rooted Cuttings, $15.00 per 100**

**BETTY FARR, Stoneham, Mass.**

When ordering, please mention Horticulture


## THE RIGHT TO STORE RAFFIA

An interesting case has been on trial in New York, where the authorities have attempted to prevent McHutchison & Co. from storing raffia in their own building in excess of five tons, basing their action on a city ordinance which prohibits the storage of straw, paper, excelsior and inflammable animal or vegetable fibres in the form of scraps and clippings. As McHutchison & Co. usually carry in stock from 40 to 120 tons, they naturally contested the order vigorously, several notable nurserymen and seedsmen testifying for them. Decision is expected to be rendered June 13.

George Bate, receiver of the Smith Fetters Co. of Cleveland, Ohio, has informed the creditors that an offer of $2,000.00 has been made for the furniture, fixtures and merchandise, and believes that this offer should be accepted to liquidate the company as soon as possible.


LAWN GRASS SEED
FIELD SEEDS BIRD SEEDS

**J. Oliver Johnson**

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CHICAGO, ILL.
W. A. KENDT, 60 W. 65th St., N. Y.

**Garden Seed**

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

**S. D. Woodruff & Sons**

82 Dey St., NEW YORK and ORANGE, CONN.

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POT-GROWN STOCK

| | 100 | 1000 |
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| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii Compacta | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Teddy, Jr. | 6.00 | 55.00 |
| Macawii | 10.00 | 95.00 |

BENCH-GROWN STOCK

Bench-Grown Stock in the above-mentioned varieties at $5 less per thousand. Buy Bench-Grown Stock and save on express charges.

FERN RUNNERS $15 per thousand

**Henry H. Barrows**

*Fern Specialist*

264 High St., Whitman, Mass.

# CHARLES H. TOTTY

## Chrysanthemums

MADISON - NEW JERSEY

CEDAR ACRES

## Gladioli and Dahlias

Booklets Free

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Wenham, Mass.

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SEEDS, BULBS AND IMPLEMENTS, WHOLESALE AND RETAIL

Re-selected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

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BOSTON, MASS.

SPECIAL OFFER of HEATHER

Heather Melanthera and Ovata, French trumpet Hybrids, Coredenoides Veitchii out of 1¾-in. pots ready for shift—$100.00 per thousand.

A. L. MILLER

Flatbush Rd. and Rockaway Boulevard, JAMAICA N. Y.


# George Watson's Corner

"You in your small corner and me in mine."

According to Samuel A. Pennock there is a Yellow Druschki in Germany—not introduced as yet, but so far looks very promising. It is named Reinard Badeker, has large heavy buds, and stems two feet long. Mr. Pennock also thinks well of Claudius Pernet, which is another Yellow in the Druschki class.

To the boys behind the seed counter—a word of good advice from an old timer. Don't go to the horse show or the ball game on Memorial Day. Take a walk through Fairmount Park instead. The wonderful things you will see there, in trees and flowers and greenery, will be an inspiration to you; and what you learn will be of life-long advantage. Let it be a walk, mind you—not a ride, and stop and look and investigate everything you see as you go along. It may be the dactylis glonerata or the poa annua, the noble peony, or the beautiful rose, the little maple or the giant elm, the lovely orchid or the skunk cabbage; but whatever you see will be interesting and exhilarating, and will warm the hearts of your customers, if they have a minute to spare after getting their order filled, and the chances are you'll book another order for something neither of you thought of until that minute. Don't forget that!

"Holidays make me sick." That is the way the average wholesaler talks. He is worried to death getting ready for them and, when they are passed, he is wrung to a frazzle for days and days explaining other people's mistakes in the rush! Christmas, Easter, Memorial and Thanksgiving were awful enough. Then that Jarvis woman had to ring in Mothers' Day on them. Now I hear there's another one on tap:—"International Memorial Day"—November 11th. The poor old wholesaler—he has my sympathy. But, as good American scouts, let us all shout for July 4th. That day don't bother us!

### FLOWERS ADORN GOWNS

In London flowers are being much used as decorations for evening gowns. Many women are wearing them on either one or both shoulders. Trails of blossoms sometimes are used as supports to hold the blossoms over the shoulders and sometimes as a girdle.—Boston Record.


# LILY OF THE VALLEY PIPS

Extra fine strain
EXHIBITION size
German "LUBECK" Pips
just arrived

Price in cases 1,000, 500, or 250 each, on application.

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Through to 54 Park Place
NEW YORK CITY

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# DISSIPATE

our energies on all classes of Seeds. We concentrate on

GARDEN SEEDS
and on
FARM ROOT SEEDS

Thus we personally know what we grow and we select and improve our stocks.

Place your order with Specialists

1921-22 prices now ready
Write direct to:

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*WHOLESALE SEED GROWERS*
LANGPORT, ENGLAND
Cables "Kelway Langport"

VALLEY PIPS, $37.00 per 1000 and $19.50 for 500. LILIUM RUBRUM and LILIUM MAGNIFICUM $27.50 per case. LILIUM ALBUM $30.00 per case.

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BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
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**Burpee's Seeds Grow**
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For Retail Stores a Specialty
ASK FOR LIST
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CUT FLOWER BOXES
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

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PLEASE MENTION
HORTICULTURE

## MRS. CORA BELLE THOMPSON

The trade lost a valued and influential member early in May, when Mrs. Cora Belle Thompson, president of the C. B. Thompson Co., of Louisville, Ky., passed away. Mrs. Thompson was a skilled florist and an able business woman. She was connected with the Kentucky florist industry for nearly forty years. She was a member of the Society of American Florists, the Florists' Telegraph Delivery, and the Kentucky Society of Florists. Moreover she was not a member in name only, but took a deep interest in the affairs of these organizations, attending many of their conventions and taking part in their deliberations. The popularity of Mrs. Thompson was shown at Cave Hill Cemetery, where she was buried, for the number of friends and acquaintances around the grave was the largest that had attended a burial in that cemetery for many years. The commitment services of the Episcopal Church and of the Order of the Eastern Star were used. Surviving Mrs. Thompson are one son, Edward, who is connected with the firm, one brother, a granddaughter and several nieces and nephews, including Joseph L. Able, secretary and treasurer of the C. B. Thompson Co., Mrs. Nellie Able, one of the principal designers, and Miss Mary Schleeter, also connected with the firm for a number of years.

ORDER NOW
**Cyclamen Seed**
Highest Grade—Finest Colors
$12.00 per 1000—Salmon $15.00
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50 Park Place, New York
Send for our complete list of florists' requisites

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SEEDS, PLANTS AND BULBS
Horticultural Sundries
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We Carry a Complete Line for the Florist
LILIUM GIGANTICUM ALBUM
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MELPOMENE AURATUM
In All Sizes Held in Storage
(Send for Florists' Price List)
JOSEPH BRECK & SONS, CORP.
BOSTON, MASS.

20,000 BEGONIA MELIOR 2¼-in. pots, FROM LEAF CUTTINGS, READY NOW, $35 per 100, $300 per 1000.
BEGONIA, MRS. J. A. PETERSON, CINCINATTI same as above.
OTHER VARIETIES—ASK FOR PRICE LIST.
**ROMAN J. IRWIN**
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**Nursery Stock**
FOR THE FLORISTS' TRADE
Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials
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GENEVA, N. Y.
70 Years 1000 Acres

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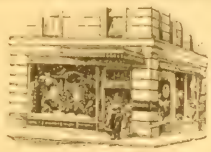
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Deliver orders from any part of the country to
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The Leading Florist for nearly Half a Century

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ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.
Member Florists' Telegraph Delivery.

## A Smile or Two

### As She Liked

"Is Mr. Smith in?" inquired the visitor of the new clerk.

"No, ma'am."

"Can I wait for him?" asked the lady.

"Yes, ma'am, you can wait for him if you like," answered the clerk, "but he's been dead for a month."

### Having a Look

"I'm through with that fellow Bliffkins for good."

"You don't tell me. Why?"

"Last evening while we were passing his house he asked me if I'd like to come down in his cellar and have a look at his new furnace."

"And then?"

"It was a new furnace."

### But Not the University

Mrs. Edwin was showing Selma, the new Swedish maid, "the ropes." "This," she said, "is my son's room. He is in Yale."

"Ya?" Selma's face lit up with sympathetic understanding. "My brudder ban there, too."

"Is that so? What year?"

"Ach, he ban got no year, da yudge yust say, you Axel, sixty days in yail."

### Why He Came Late

Young John was late in attending Sunday school that particular Sunday and the minister inquired the cause.

"I was going fishing, but my father wouldn't let me," announced the lad.

"That's the right kind of a father to have. Did he tell you the reason why you should not go fishing on the Sabbath?"

"Yes, sir," replied John; "there wasn't bait enough for two."

### He Needs An Electrician

"I've been reading an article on electricity, William," said his wife, as she laid down the technical magazine, "and it appears that before long we shall get pretty near everything we want by just touching a button."

"It will not pay here!" said friend husband. "You will never be able to get anything that way."

"Why not, William?"

"Because nothing would ever make you touch a button. Look at my shirt."

The J. M. Gasser Company
Cleveland
Euclid Avenue

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DETROIT, MICH.
Artistic Designs . . .
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada. Member Florists' Telegraph Delivery Association

Baum's Home of Flowers
KNOXVILLE, TENNESSEE
Personal attention given orders for Knoxville and East Tennessee
Members of F. T. D.

## JAMES F. M. FARQUHAR

In the death of James F. M. Farquhar the horticultural world loses a very able, prominent and popular member. Although Mr. Farquhar had been in ill health for eight years, his work in and around Boston in former days is still well remembered. He staged some of the finest exhibits for his firm ever seen in this country. He was original, forceful and resourceful, and whatever he undertook was sure to be a success.

## RENTING BOUQUETS

This paragraph appears in a New York paper:

"That young woman that just passed by the shop rents a bouquet from me almost every day," said the florist.

"Rents a bouquet?" queried the customer.

"Yes, she hires a bunch of flowers for an hour or so nearly every day during the week," continued the florist. "You see, when she is having a man caller she seems to think that it will make an impression on him if she has a bouquet delivered while he is present. After he departs she returns the bouquet to me and I sell it. I only charge her a small amount for rental."

## NEWS NOTES

Mr. A. H. Wagland, the florist, of Lawrence, Mass., is putting up a new Stearns greenhouse 200 feet long. This house will be used for carnations. Mr. Wagland grows a large proportion of his own stock. The Wagland establishment is one of the most interesting and progressive in northern New England.

Fellman, the florist, recently opened a new flower shop at New London, Ct. The store is a handsome one, decorated in black and gold, and well equipped with up-to-date facilities.

James S. Garner and James H. Hay are to put up a new greenhouse at Lebanon, Ind., and expect to have it ready within the next sixty days.

The Far-Famed Flowers of
TORONTO
Delivered on mail or telegraph order for any occasion, in any part of the Dominion
JOHN H. DUNLOP
8-10 West Adelaide St.
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Transfer Your Orders to
SAMUEL MURRAY
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CHAS. H. GRAKELOW F. T. D.
Everything in Flowers
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4326-28 Olive St.
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NOTICE INITIALS. We have one store only.

PROGRESSIVENESS
GUDE BROS CO.
GUDE BROS. CO.
Washington, D. C.
Member Florists' Telegraph Delivery

**Wired Toothpicks**
Manufactured by
**W. J. COWEE**
**Berlin, N. Y.**
10,000....$2.50 50,000....$11.00
Sample Free
Also manufacturer of 4 and 6 Inch Green Match Sticks, Wired and Unwired.
For Sale by Dealers

**GEORGE B. HART**
WHOLESALE FLORIST
24 Stone St., Rochester, N. Y.

**Henry M. Robinson Co.**
55-57 West 26th Street
and 430 Sixth Avenue
Telephone: Farragut 13 and 3180

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WHOLESALE FLORIST
9 South Mole Street
Orders and Consignments Solicited
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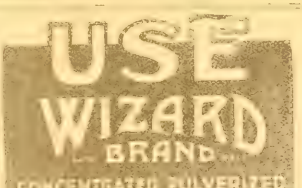
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# HORTICULTURE

Volume XXXIII JUNE 25, 1921 Number 12



W. H. Wyman, Prop.
1894-1921

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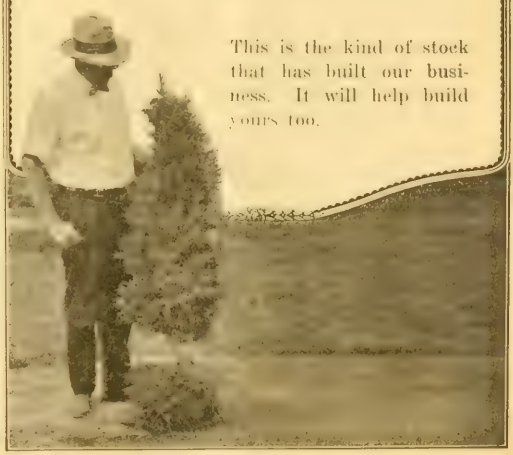
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# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIII JUNE 25, 1921 No. 12

## THE TALK OF THE TRADE

Hydrangea Trophee has made a lot of friends, and stock offered of this variety is quickly taken up. I mention a few growers whom I happen to think of at just this minute who grow this variety in large quantities and think very much of it. Such men as A. L. Miller, Jamaica, Long Island; Carl Hagenburger, Mentor, Ohio, and J. F. Edgar, Waltham, Mass., who are authorities on French Hydrangea, class this sort as one of the best.

There is another variety which is not so well known, but which, I understand, is exceptionally good. This is Demota. It has large double pink flowers and an excellent habit of growth, but stock is limited at this time.

Conditions through the east are very much against field grown carnation plants, and unless we have rain soon the plants will be badly hurt with spider; and aside from that they will average very small. A grower who is able to get his house cleaned out and planted early, even if he has to put in small plants, is the one who will gain this season. And this trouble with field grown stock is going to work out again to the point where the supply will be limited because it will be necessary in so many cases to use two or three plants instead of one. Anyone being obliged to buy field grown stock in the coming season had better get an early start or the stock may be used up.

It is now known definitely that Freesia Purity will be in short supply for the coming season. In most cases the advance orders have about taken up the stocks which had been reserved. This, of course, applies more to the larger sizes than to the small. It is more or less of a puzzle to know how the hundreds of thousands of Freesias are used up, but year after year the sale is increased, and it is certainly one of the most popular flowers offered in the retail stores.

Of course, it has many uses, and fortunately the price on bulbs has been kept down to a point where it is possible to handle them at a profit

Several weeks ago a meeting was held by the principal American importers of French Bulbs to discuss and give their opinions as to the prevailing conditions. After considerable discussion it was decided to cable the French exporters requesting them to so reduce their prices as to meet our present conditions. Up to the present writing I have not learned that a satisfactory reply has been received from the French exporters, but I am strongly of the opinion that they will be obliged to come down off their high horse. There is no question that large quantities of Paper-whites can be sold, and will continue to be handled by the growers so long as they can do so and make a profit, but if prices on Paper-white narcissi go up above those of the past two or three years, there will be nothing in it, and the very best thing in the world, to my mind, to do is to cut out the orders. It's doubtful if it is costing any more to grow Paper-whites in France this season than the past two seasons, and so far as I am able to understand, no real sound reason can be found for this contemplated boost in price which France is trying to push onto the American buyers.



Display Staged by T. C. Thurlow's Sons, Inc., at the Boston Peony Show

I know quite a number of growers of Paper-whites who handled them in large quantities in the past who have either cut them out altogether or who have cut down to only a few cases, just enough for a little local retail work.

Paul E. Richwagon, of Needham, Mass., is building a model range of glass. A. T. Stearns Co. is supplying the new material, and quite a bit of the iron work and piping is being taken from the old range across the street, which is being torn down. The town of Needham has taken the property where the old greenhouse stood to be used as a Memorial Park for Needham's sons who went overseas in the world war. Mr. Richwagon will have a palm house and display house, and two or three houses running off from the new office, for carnations and miscellaneous stuff. The arrangement of the houses is well carried out, and he will have besides a very nicely arranged store, ample room as a work room for making up and grading, storage room for boxes, wire frames and all of the things connected with the retail trade, and further back there is a nicely arranged potting shed and boiler room. The new plant is located right on the main street, and there should be a very good trade calling for stock at retail.

Another who has joined the building ranks is A. J. Cartwright, in Wellesley, Mass. Mr. Cartwright in years past has been in the market, but has now started in as a grower, with the best wishes of all his friends. He will handle carnations largely, with a few miscellaneous lines such as delphiniums, snapdragons and calendulas.

Mr. George Buxton, of Nashua, N. H., is putting on the market this year the new geranium Mrs. George E. Buxton. I have seen this variety several times at different seasons of the year and it appears to me as a good one. It has a fine habit of growth, strong and vigorous, not too lanky and woody, and seems to be an easy one to handle. It carries large, double flowers, and the color is a very pleasing, lively rose pink. Stock of this sort will be ready in the early fall, and I don't think that there is much doubt about this geranium being found to be a good commercial sort, both as a potting plant and as a variety for bedding out. It has been tried out sufficiently to prove what it can do.

The florist from most any other part of the country visiting New York is at first struck with wonder at the different kinds of common wild flowers offered in the wholesale market, such as the common white daisy and meadow rue. A few weeks ago one would see great quantities of these two in particular for sale, and I sometimes have wondered if much of this stock was actually sold, but I find upon investigation that a lot of it is sold. In fact, we know very well it wouldn't be offered very often if there was no sale for it. The common vegetable asparagus is used for greens, and I have seen small bunches of about six flowers of geranium without any foliage at all, tied up in bundles and offered. But thinking this over I can see where a lot of good can be done even with such flowers. The multitude from New York's sections who can never get out into the country have no idea how common these flowers are, and they are attractive to them as well as the more strictly commercial flowers. And many times through these cheap offerings the future flower buyer is educated and got into the habit of wanting flowers.

For the first time in many years Taunton, Mass., has a well equipped and attractive flower store in the center of the town. Mr. Victor Olson, well known as a grower, is responsible for the new store, where he is doing an excellent business. In addition to flowers, he has recently been offering some excellent hothouse tomatoes, of the Comet variety. These tomatoes were grown in a new King house which was finished a little too late for carnations and so was utilized in a profitable way for tomato growing. I think that many florists often find it advantageous to grow a vegetable crop before they stock their houses with flowers. At one time Mr. Thomas Roland, of Nahant, produced a big crop of tomatoes in one of his long houses. Eventually this new house of Mr. Olson is to be used wholly for carnations, which he will grow in variety. He plans to meet practically all of his own needs except for roses. Indeed, he sometimes has a surplus to sell, as is the case now with Bonnafon chrysanthemums.

I am glad to find that a number of growers are realizing the possibility of making good money in the growing of geraniums. Mr. E. W. Pearson, of Newburyport, is among the latest growers to take up this line of work. He is getting together a large stock and will be in a position in a few months hence to put it on the market. The demand for geraniums never seems to be met, and year after year a shortage is reported. This fact alone ought to be sufficient inducement to stimulate their production in greater quantities.

## THE DUTCH BULB CROP

The following, written by a member of a well known Holland firm, is doubtless an accurate report on bulb conditions in Holland:

"The early spring and the general fine weather made the expectations of a first-class crop become almost a certainty. Then, however, the dry weather set in. For weeks we have not had any rain of importance, and if this does not come soon bulbs may turn out to be much smaller than last year. The outlook for the present is as follows:—

"Hyacinths are generally good, although in a great number of fields they show signs of suffering from drought.

"A lot of early tulips have suffered very much and there will be harvested a smaller bulb than last year. Darwins are generally looking better.

"Crocus are dying off quickly and only a medium crop may be expected.

"On the lower laying fields a good crop of narcissi is expected, whereas in other districts only a medium crop will be harvested.

"Anemone and Ranunculus suffered from dry weather and the same may be said of the greater part of the miscellaneous bulbs."

## LADIES' SOCIETY OF AMERICAN FLORISTS

The President of the Ladies' Society of American Florists, Mrs. George Asmus, has made the following appointments for the convention, which will be held in Washington, August 15th, 1921:

Auditor, Mrs. C. C. Pollworth, Milwaukee, Wis.; Introduction Committee: Mrs. Z. D. Blackistone, Mrs. George H. Cooke, Mrs. C. Schellhorn, Miss Amelia Gude, and Miss Louise Gude.

MRS. ALBERT M. HERR, Secy.

## FIFTY THOUSAND ROSE PLANTS SHIPPED

News dispatches announce the shipment of 50,000 rose plants from the establishment of Joseph Hill Co., Richmond, Ind., to Amling Bros., Santa Ana, Cal. An entire refrigerator express car was used, and the varieties included Premier, Columbia and Mme. Butterfly. The plants, it was stated, are to be used for propagation purposes.

## AMERICAN PEONY SOCIETY

### A. H. Fewkes Elected President at the Annual Meeting in Boston

The annual meeting of the American Peony Society was held at Horticultural Hall, Saturday evening, with an attendance of about 85. It was preceded by an excellent banquet at which Pres. Bonnewitz called upon several prominent peony growers for remarks. Mr. Bonnewitz is an ideal toastmaster, a ready speaker, and is possessed of a splendid voice. He spoke very enthusiastically of the Peony Society's future, and then called upon Mr. R. T. Brown, of Queens, N. Y. In his remarks Mr. Brown paid high tribute to James Wheeler, manager of the Boston show, calling him one of the best show managers in the country.

Mr. Wm. Peterson, the well known peony grower of Chicago, was introduced by Mr. Bonnewitz as the biggest man in the peony business, the allusion being to his massive build. Mr. Peterson acknowledged the remark by saying that not long ago someone had inquired if he was above the timber line. He caused another laugh by his description of the excellent banquet served. He said that there used to be a sign in one of the western national parks which read: "Meals, 50 cents. Square meals, 75 cents. Carriages for the Royal Gorge, $1.00." Mr. Peterson spoke of a recent visit to a show in Minneapolis of the northwestern peony and iris society, and said that according to reports he had heard Lemoine's disease could be successfully overcome by lifting the plants and allowing them to remain on the surface of the ground for a week. He urged the growers to soft pedal on new varieties and hoped that while elimination was going on at the bottom there wouldn't be too much addition at the top.

Mr. John Wister, of Philadelphia, spoke in praise of single tree peonies. He said that Mr. Farr was grafting them on herbaceous roots in August and getting good results. Mr. George N. Smith, of Wellesley, discussed his experience in the business and received a warm welcome. Mr. Smith was in better humor than he might have been perhaps the next day, as on Sunday morning a fire did considerable damage to a new Nash car in which he had expected to convey some of the visitors to well equipped peony gardens around Boston.

Mr. James Boyd, of Philadelphia, spoke about the difficulty in finding suitable labels. He said he was now using an embossed label which worked very well, but that he liked the labels he had seen at Cherry Hill Nurseries, which consisted of pieces of zinc painted white and then written on.

Treasurer A. H. Scott reported 408 members and a good balance in the treasury. Prof. A. P. Saunders, the secretary, gave his report. He said that there was a need of more seedling Japanese varieties as the public in general desired them very much. He regretted the lack of exhibits of the amateur growers, and said that some way would be found if possible to correct this lack. He also proposed the holding of two shows each season, one in the north and one in the south. This matter was discussed to some extent and then left to the directors.

Mr. W. E. Saunders, of London, Ont., then extended a cordial invitation to the society to hold its next convention in that city, and after some discussion it was so voted.

The election of officers was then taken up, with a result as follows:

Pres., A. H. Fewkes, Newton Highlands, Mass.

Vice President, Harry A. Norton, Ayers Cliff, Quebec.

Secretary, Prof. A. P. Saunders, Clinton, N. Y.

Treasurer, A. H. Scott, Chester, Pa

Director, A. M. Brand, Faribault, Minn.

## COMMERCIAL GROWERS MEET

A meeting of the Commercial Peony Growers' Association was held in Boston last Saturday night, and a number of important matters taken up. Among other things given attention was the question of standardizing prices to some extent. As conditions are now, a certain variety may be listed by one grower at $5 and by another at $25. It is proposed to have each grower submit a price list to all other members of the association each year. With the lists before them the different growers will be able to meet on more or less common ground and equalize prices to a much greater extent than at present. The question of weeding out inferior varieties is also being considered by this association. The president of the Commercial Peony Growers' Association is Bertrand H. Farr, of Wyomissing, Pa., the secretary, Winthrop H. Thurlow, and the treasurer, A. M. Brand.

It is announced that Alb. N. Volz, of the Volz Floral Co., New Britain, Conn., is planning a new office and store on West Main street.


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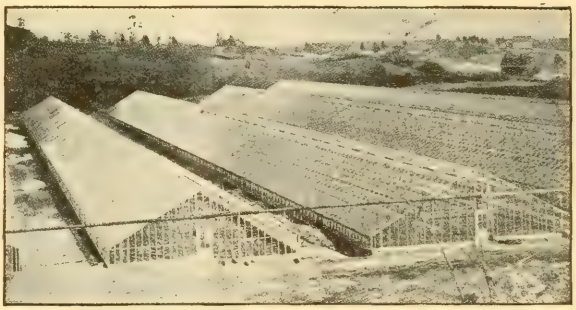
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### S. S. PENNOCK IN EUROPE

#### An Interesting Description of Conditions as They Exist in Germany

Mr. S. S. Pennock, of Philadelphia, is now actively engaged in the mission of the American Friends' Relief Service committee in Germany. In a recent letter Mr. Pennock said that he had been invited to act as judge at the Rose Show at Bagatelle Gardens, Paris, June 15.

In describing conditions in Germany he says:

"Upon entering Germany, one is confronted not with how poor things look but how well and prosperous everything seems on every hand. This, of course, is one's first impression, as only the better parts of the cities are visited, the better hotels, the better stores, the busier parts of the towns, the better people, presenting as it does, the very best side of Germany's condition. A survey of the surface means very little and not till one gets down to the lower walks in life and the poorer sections of the towns and cities, does the realization come to him of how much is needed the feeding which is now being carried on for the undernourished school children, little children and mothers.

"In the industrial cities the conditions are worse than in other towns. Not only is this so in the larger cities but in the smaller industrial towns as well. The industrial centers have a large percentage of foreigners who are not nearly as sanitary in their habits and home life as the Germans, which accounts in a large measure for the poorer and under-nourished condition of these centers. The food situation, according to all information, seems to be less acute than it was, excepting the milk situation, which is not at all encouraging. When milk is to be had, it is too thin and not as nourishing as it should be.

"The clothing situation has been very serious and is becoming still more so, as all old clothing is wearing out and to buy new is next to impossible, owing to everything's being so high, not only ready made clothing but the raw material as well, so they are in many cases just existing as to clothing; many of the children are without underclothing. In one school 75 per cent of the children had no underclothing and it was bitterly cold. The teacher said the women of the town would be glad to make clothes for the 'kiddies' but it was impossible to purchase owing to high prices of raw material to be made up. It would make the townspeople feel that they were doing their share towards relieving the situation, make them a party to the relief, a share in the work would make far better conditions in the community.

"The question has often been asked in America, why don't the German government do something to help conditions with its poor. The German government and its people are helping and very materially helping. The government is supplying 42 per cent of the food-stuffs, eliminating custom charges, paying all costs of warehousing, shipping transportation, insurance, looking after the cooking and distribution of the food, in fact, all the handling; thus more than 50 per cent is contributed by the German government.

"Many expressions of gratitude and approval of the work as carried on are heard. In the Essen district, District 1, which is the largest in population of the eight districts of Germany and almost entirely an industrial district, are received letters of all descriptions, some pathetic, some amusing, some entirely of gratitude, some from the children, some from the workers and some from the German officials, often very interesting and illuminating photographs."

### THE MARKET

The market during the past week has been surprisingly good. No doubt this has been due in a large measure to many weddings and to graduation exercises. A big slump is looked for during the week to come. Roses, which have been especially in demand, have been excellent in quality, considering the season. Prices for 9's have been from 3 cents up except for whites, which have brought 10 cents or more. Carnations are very poor and small. They sell from 2 to 4 cents. Peonies are out of the market. Gypsophila is in good supply at 50 cents a bunch. Sweet peas are not very good. They are bringing from $2.00 to $4.00 a hundred. There are plenty of delphiniums at $1.00 a bunch. Snapdragons are plentiful, poor and cheap. On the whole the market has cleaned up well, but at only average prices. With roses, for example, the extra large ones have not worked up into much more money than those which were small.

Mr James Singer, well known to most members of the Gardeners' and Florists' Club of Boston, dropped dead in an office in Lynn, Tuesday, June 21.

Mr. John Farquhar, of Boston, lectured Wednesday at Summit, N. J.

# ADVERTISING AND SELLING

Isn't it possible to increase the honeymoon trade at this season of the year? Many advertisers are doing special advertising, and that of course helps. Henry Penn, of Boston, has struck rather an original note in having a famous actress pose for a picture which illustrates a beautiful wedding bouquet. After all, it is mostly a matter of setting the facts before the public in such a way that the public will have its interest aroused.

How about using a honeymoon card? By such a means it may be possible to start newly married couples trading at your store. It is a fact without dispute, I think, that business friendships made during the honeymoon are likely to be lasting. The honeymoon card might read something like this: "As our concrete wish for your happiness through life we are sending you this card, entitling you to 5 per cent discount on all flowers in our store selected within thirty days from date" (the date being that of the wedding). You might have a typewritten letter prepared to go with each card congratulating the happy couple and suggesting that they use your store in remembering their friends, especially those who, like themselves, are just embarking on the matrimonial sea.

Here is another idea in this connection. It is easy enough to get the names of the married couples from the county clerk. Why not have the dates arranged by a filing system, and just before the anniversary of each wedding day, drop a brief note to the husband suggesting that he purchase a bouquet of flowers as a remembrance. Possibly you could offer a 5 per cent reduction on this occasion, also calling attention to the fact that you are doing this regularly each year. In this way there are live possibilities of building up a feeling of friendship between the prospective buyer and the store which is likely to become remunerative in the long run.

## SOWING SWEET PEA SEED.

By William Gray

It is a well-known fact that, if conditions are favorable, Sweet Peas sown in the fall give much earlier and finer bloom than those sown in the open in the spring, but few localities are favored with climatic conditions suitable for fall sowings in the open to winter successfully and the practice is a hit or miss even with the most expert growers. Spring sowing to the open has been the general practice followed, and this also has its faults inasmuch as it does not allow sufficient time for the young plants to become thoroughly established before warm weather sets in and in consequence inferior blooms are the result.

The pot method, however, overcomes all these uncertainties, the seed being sown either in the fall or during January or February and wintered in coldframes or cool greenhouse. If sown in the fall it is best to sow not later than October so that the young plants may become established in the pots before the short days of year arrive; later sowings will be inclined to weakness owing to the absence of the sunny conditions necessary to build up vigor in plant life, and much better results will be had by waiting until the middle of January when, under the influence of longer days with increasing sunlight, strong, vigorous plants can be grown.

The seed may be sown directly in the pots, one seed to each pot or several according to the size of the pots, or the seed may be sown in pans or flats and afterwards transplanted to the pots. If the highest culture is aimed at it is preferable to grow a single plant in each pot, plants grown from fall sowings being carried up to the end of January in 3 or 3½-inch pots, and then given a shift into 5 or 6-inch pots which will carry them through nicely until planting time in the open ground. On shifting, stick short brush in the pots to keep the plants upright. January and February sowings can be carried through in 3 or 3½-inch pots until planting time in the open ground.

Plants from fall sowings will bloom earlier and be at their best over a much longer period than January sowings, for the advantage gained lies in the earlier start which brings them into bloom the end of May, being at their best throughout June, a period more suitable to the Sweet Pea. January and February sowings come into bloom about the middle of June, being at their best at the end of the same month and early July, after which, owing to hot weather conditions, stems shorten up and flowers get smaller quickly.

No one, not even the amateur grower, need feel that the growing of the plants is a difficult operation. Fine plants can be grown in a well-protected coldframe in a sheltered position on the south side of a house or other structure that will break the cold winds. A 3 by 6-foot sash will cover sufficient plants to plant a considerable length of row, and will give a wealth of bloom for exhibiting or house decoration.

Local florists could find ready sale for plants grown from January sown seed, once their customers tried them out and were delighted with the results from planting plants instead of seed in their gardens.—American Sweet Pea Bulletin.

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Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. ½ tr. pkt. 30c, tr. pkt. 50c, ⅛ oz. $1.25, oz. $7.

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Giant Sorts in Separate Colors

| | Tr. pkt. | Oz. | ¼ lb. |
|---|---|---|---|
| Azure Blue | $0.40 | $3.00 | $11.00 |
| Black Blue | .40 | 3.00 | 11.00 |
| Emperor William | .40 | 3.00 | 11.00 |
| Hortensia Red | .40 | 4.00 | 14.50 |
| King of the Blacks | .40 | 3.00 | 11.00 |
| Lord Beaconsfield | .40 | 3.00 | 11.00 |
| Peacock | .40 | 4.00 | 14.50 |
| Snow Queen | .40 | 3.00 | 11.00 |
| Striped and Mottled | .40 | 3.00 | 11.00 |
| White with Eye | .40 | 3.00 | 11.00 |
| Pure Yellow | .40 | 3.00 | 11.00 |
| Yellow with Eye | .40 | 3.00 | 11.00 |

Daisy, Double English

| | Tr. pkt. | Oz. | ¼ lb. |
|---|---|---|---|
| Monstrosa Pink | $0.50 | | $1.50 |
| Monstrosa White | .50 | | 1.50 |
| Monstrosa Mixed | .50 | | 1.25 |
| Longfellow Pink | .40 | $2.50 | |
| Snowball White | .40 | 2.50 | |
| Mixed | .30 | 1.50 | |

Myosotis

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| Alpestris Victoria | .25 | 1.50 |
| Eliza Fancobert | .25 | 1.00 |

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Lapham, the Florist, of Pawtucket, R. I., has been capitalized at $50,000, for the purpose of conducting a general florist business. The incorporators are Chas. Lapham, Matilda F. Lapham and Charles E. Lapham.

# PEONY SHOW AT BOSTON

## An Important Event with the American Peony Society Co-operating.

While the flowers would have been in better condition if the show had been held a week earlier, the peony exhibit in Boston, Saturday and Sunday, was still a decided success, and attended by a large number of people. It was a joint exhibition of the American Peony Society and the Massachusetts Horticultural Society. Without doubt the exhibits would have been larger if the weather had not forced the flowers too rapidly. As it was, several classes were vacant, and the blooms as a whole were smaller than at many previous shows. Nevertheless, some remarkably fine flowers were displayed, and the public was impressed with the keeping qualities of the peony.

Undoubtedly the feature of the show was the exhibit of the Cherry Hill Nurseries, West Newbury, Mass. In fact, the show would have been a disappointment, from a decorative point of view at least, if this concern had not offered to stage an unusual display, both as to size and excellence. This display entirely filled the small hall, and was splendidly set off by a bank of cedar trees set against all four walls. The blooms were shown in tall wicker baskets, setting them off delightfully, and in the center of the room was a great bank of American laurel. In this display were many of the famous Cherry Hill seedlings, as well as other and better-known varieties. As was to be expected, the American Peony Society gave the Cherry Hill Nurseries a special vote of thanks for the work they did in making the show a success.

Another exhibit which attracted considerable attention was that made by Harry A. Norton, of Boston and Ayers Cliff, Quebec. Mr. Norton has about 450 varieties on his estate and from them he made a large collection which he brought to the show in a parlor car. Considering the lateness of the season and the way in which the flowers had to be handled, they were in remarkably good condition. The size and coloring of the blooms won much praise. Mr. Norton, who has seldom shown before, established himself as an exhibitor to be reckoned with. As a novelty Mr. Norton showed a bloom of La Lorraine Tree peony, the first ever shown in Boston. This peony, a French production, is a beautiful yellow.

One exhibit which greatly interested visitors contained Japanese single peonies in great number. This was an exhibit of the Cherry Hill Nurseries. Among the varieties which attracted special admiration was the Dragon, the Mikado, Eduard VII, White Lady, Tokyo and Isani Gidui.

Partly due to the fact that the annual meeting of the American Peony Society was held in connection with the show, the number of visitors from different points was unusually large. Included in the list were the following:

### List of Visitors

L. R. Bonnewitz, Van Wert, Ohio; James Boyd, Haverford, Pa.; A. P. Saunders, Clinton, N. Y.; Leonard Barron, Garden City, N. Y.; A. M. Brand, Faribault, Minn.; A. F. Faulkner, New York; W. O. Roy, Montreal, Canada; Harry A. Norton, Ayers Cliff, Quebec, Canada; Bertrand H. Farr, Wyomissing, Pa.; A. H. Scott, Chester, Pa.; R. T. Brown, Queens, N. Y.; Joseph J. Lane, New York; Dr. J. D. Smith, Dayton, Ohio; W. E. Saunders, London, Ontario, Canada; Wm. A. Peterson, Chicago, Ill.; Geo. H. Peterson, Fairlawn, N. J.; John C. Wister, Philadelphia, Pa.; James Pillow, Cold Spring-on-Hudson, N. Y.; Thomas A. Havemeyer, New York; Mrs. W. Crawford, Laporte, Ind.; Mrs. A. R. Springer, Topeka, Kansas.

J. T. Butterworth, of Framingham, had an exhibit of orchids which made a very deep impression upon visitors. The exhibit consisted entirely of Miltonias, which were arranged against a background of evergreens. The flowers were beautifully grown and beautifully staged. They were a striking feature of the show. The Butterworths have made a high reputation for themselves by the orchid exhibits shown by them in Horticultural Hall.

Another exhibit of note was made by Julius Heurlin. It consisted of a collection of seedlings of Iris Laevigatus. Visitors spent much time studying this collection, and Mr. Heurlin well deserved the prizes awarded him by the Horticultural Cociety.

Mr. Bertrand Farr, the famous peony grower of Wyomissing, Pa., lectured on peonies both Saturday and Sunday afternoons. Mr. Farr's great reputation was sufficient as a matter of course to win him a large and appreciative audience. Mr. Farr is always among the most sought-for men at these gatherings.

### The Awards

The awards of the American Peony Society were as follows:

Collection of more than 100 varieties, double, one bloom of each. First, T. C. Thurlow's Sons, Inc. The varieties shown included Pres. Wilson, soft rose pink; La Perle, bluish white in center, darker towards the edge; Milton Hill, delicate flesh color, of exquisite form; La France, soft pink; Marquis C. Lagergren, brilliant cherry red.

Collection of ten double varieties, three blooms of each. First, H. A. Norton with Le Cygne; Reine Hortense; Adolphe Rousseau; Mrs. Geo. Bunyard; Frances Willard; James Kelway; Felix Crousse; Martha Bulloch; Venus; Monsieur Jules Elie.

Twenty blooms, double, named, white and cream. First, T. C. Thurlow's Sons, with Madame Jules Dessert.

Twenty blooms, double, named, dark pink, one variety. First, E. E. Randall, with Madame Geissler. Second, T. C. Thurlow's Sons, with Sarah Bernhardt.

Six specimen blooms, double, named, any variety. First, T. C. Thurlow's Sons, with Solange.

Twenty blooms, double, named, red or crimson, one variety. T. C. Thurlow's Sons, with Eugene Bigot.

One specimen bloom, double, any variety. First, H. A. Norton, with Festiva Maxima. Second, T. C. Thurlow's Sons, with Avalanche.

Collection of not more than 50 named varieties, double, one bloom of each. Silver Medal and $25.00 awarded to F. T. Donahue. His exhibit included Kelway's Glorious; Raoul Dessert; Phillipe Rivoire; Le Cygne; Beranger; Jeanne Gaudichau; Walter Faxon; La Lorraine; Kelway's Queen; Solange and Tourangelle.

Twelve blooms, two varieties, double, named, six of each. First, H. A. Norton, with Festiva Maxima and Therese.

Best six blooms, double, named, light pink, any variety. First, H. A. Norton, with Therese. Second, R. A. Morse, with Grandiflora.

Best six blooms, double, named, red or crimson, any variety. First, H. A Norton, with Felix Crousse.

### Massachusetts Horticultural Society Awards

John Allen French Fund. Collection of 20 varieties of double Herbaceous Peonies: First, T. C. Thurlow's Sons Company.

Collection of 12 varieties of double Herbaceous Peonies (Non-commercial Growers only): Second, R. C. Morse.

Collection of 6 blooms of pink Peonies (Non-commercial Growers only): First, E. E. Randall; second, Wilton B. Fay.

Collection of 6 blooms of white peonies (Non-commercial Growers only): First, E. E. Randall; second, Wilton B. Fay.

Appleton Gold Medal: J. T. Butterworth, for Decorative Display of Miltonias.

Honorable Mention: Rachel A. Butterworth, for decorative display of cut orchids: Blue Hill Nursery, for collection of seedlings of Iris laevigatus.

Gratuity: Blue Hill Nursery, for collection of seedlings of Iris laevigatus, $10.00.

## HYBRID PHILADELPHUS

More beautiful than the species are some of the hybrid Syringas. The first of these to attract attention was raised in France before 1870 by a Monsieur Billard and is sometimes called "Sourvenir de Billard," although the correct name for it is Philadelphus insigniis. This hybrid is one of the handsomest of the tall growing Syringas; it has large, snow-white flowers in long clusters, and its value is increased by the fact that it is the last of the whole group to flower.

The largest Syringa in our northern gardens, where plants thirty feet high and correspondingly broad are sometimes found, appears to be a hybrid between P. coronarius and some unrecognized species. To this plant, whose history is unknown, the name of Philadelphus maximus has been given. Another hybrid called Philadelphus splendens appeared in the Arboretum several years ago and is supposed to be a hybrid between two American species, P. inodorus and P. pubescens. It is a large and shapely shrub with pure white, only slightly fragrant flowers an inch and three-quarters in diameter and borne in erect clusters. This hybrid is a free-flowering plant and when the flowers are open it is the showiest plant in the Syringa Group.

These early hybrids are the result of natural cross fertilization, and the systematic breeding in the genus dates from the time that Lemoine first crossed the Rocky Mountain P. microphyllus with P. coronarius and produced a plant to which he gave the name of P. Lemoinei. Lemoine then crossed his P. Lemoinei with P. insignis and produced a race to which the general name of P. polyanthus has now been given. Well known forms of this plant are "Gerbe de Neige" and "Parvillion Blanc." To another race of the Lemoine hybrids the name of Philadelphus cymosus has been given. This race was obtained by crossing P. Lemoinei and P. pubescens or some related species. "Conquete" is considered the type of this group. Other well known plants which are said to belong here are "Mer de Glace," "Norma," "Nuee Blanche," "Rosace," "Voie Lactee" and "Perle Blanche." Another race of hybrids with double racemose flowers raised by Lemoine and of doubtful origin is called P. virginalis. The type of this group is Lemoine's "Virginal." Other plants referred to it are "Argentina," "Glacier," and "Bouquet Blanc."—*Arnold Arboretum Bulletin.*

## Hotel Rates in Washington

Mr. Elmer E. Mayberry, Chairman of the Committee on Rates for the S. A. F. Convention in Washington, August 10-18, announces the following Hotel Rates:

| Hotel | S. Room | S. Room & Bath | D. Room | D. Room & Bath |
|---|---|---|---|---|
| RALEIGH | $3.00 to $4.00 | $4.00 to $7.00 | $4.00 to $6.00 | $5.00 to $10.00 |
| POWHATAN | $2.50 to $3.00 | $4.00 to $7.00 | | |
| NATIONAL | $2.00 to $2.50 | $3.50 to $4.00 | $3.00 to $4.00 | $5.00 to $6.00 |
| NEW EBBITT | $2.50 | $3.50 to $4.00 | $2.00 each | $3.00 each |
| FRANKLIN | $2.50 to $3.00 | $3.00 to $4.00 | $4.00 | $5.00 to $7.00 |
| CONTINENTAL | $2.00 to $3.00 | $3.50 to $4.00 | $3.00 to $4.00 | $5.00 to $6.00 |
| METROPOLITAN | $2.00 to $3.00 | $3.00 to $3.50 | | |
| HARRINGTON | $3.00 | $3.50 to $4.50 | $4.00 | $5.00 to $7.00 |
| ST. JAMES | $1.00 to $2.50 | $2.50 to $4.00 | | |
| WILLARD | $3.00 up | $5.00 up | $5.00 up | $7.00 up |
| WARDMAN | | $5.00 | | $8.00 |
| CAIRO | $2.00 to $2.50 | $2.50 up | $3.00 to $4.00 | $4.00 to $5.00 |
| SHOREHAM | | $3.50 to $5.00 | | $5.00 to $7.00 |
| WASHINGTON | | $4.00 to $6.00 | | $7.00 to $8.00 |
| ARLINGTON | | $4.00 | | $6.00 |

## MR. McCARTHY'S CREDITORS MEET

On Thursday of last week some sixty creditors of N. F. McCarthy, the well known wholesale florist of Boston, with nurseries and greenhouses at Montrose, Mass., held a meeting to consider his assets and liabilities. The meeting was called at the request of Mr. McCarthy himself, and the statement submitted showed that his troubles were due wholly to lack of working capital. It was made plain that he was absolutely solvent if the business were allowed to proceed. After general discussion the creditors appointed a committee consisting of W. H. Elliott, Thomas Roland, William Hannan, J. M. Cohen and Clarence Blakely to investigate the assets and liabilities more fully and report at an adjourned meeting.

Sanford's Floral Hall, at Norwalk, Conn., run for many years by R. G Hanford, has been sold to South Norwalk florists.

James Hayes, Jr., has opened a very attractive new store at Topeka, Kans.


# SOW NOW

**CANTERBURY BELLS**, Farquhar's Prize Mixed,
Pkt. $0.25, ¼ oz. $0.85, oz. $2.75

**CANTERBURY BELLS**, Single Pink, Blue, White, Mauve. Each of the above colors,
Pkt. $0.10, ¼ oz. $0.60, oz. $2.00

**DELPHINIUM**, Farquhar's Improved Mixed,
Pkt. $0.50, ¼ oz. $1.75

**DIGITALIS**, Farquhar's Superb Mixed,
Pkt. $0.25, ¼ oz. $0.60, oz. $2.00

**HOLLYHOCK**, Double Crimson, Pink, Salmon, Yellow, White, Purple and Special Mixture. Each of the above colors,
Pkt. $0.15, ¼ oz. $1.00

**SWEET WILLIAM**, Farquhar's Giant Mixed,
Pkt. $0.25, ¼ oz. $0.75

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# RAMBLING OBSERVATIONS OF A ROVING GARDENER

It was a remarkable exhibit of peonies which the Cherry Hill Nurseries made at Horticultural Hall, Boston, Saturday and Sunday, and it was an unusual piece of enterprise which made this exhibit possible. Unexpected weather conditions were all against the peony growers. A week before the show was scheduled to open the flowers began to wane. Yet the Thurlow boys and Mr. D. C. Stranger, manager of the Cherry Hill Nurseries, had promised a record breaking exhibit. One entire room had been given over to them. What was to be done? The answer was found in an experience of the company at the time of the great show in Detroit. At that time a refrigerator car loaded with blooms was sent from West Newbury to the Michigan city and arrived in perfect condition. Forthwith a refrigerator car was ordered out from Boston and iced. The peonies for the Boston show were placed in it, thousands of them, and the car shifted to a siding. This was Tuesday before the show. Last Friday the car was unloaded at the hall and most of the night spent in setting up the exhibits, in order that it might be ready for the judges Saturday mornng. It was a remarkable piece of work and one in which, to a large measure, the success of the show was due.

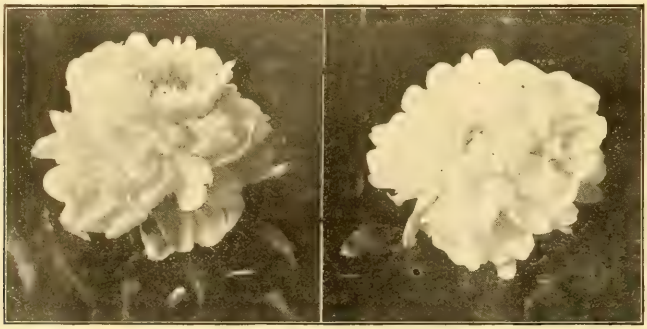
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Of course the cut for the Boston show by no means exhausted the supply of peonies at the West Newbury farm. I happened to be at the show in New Bedford on Wednesday of last week and found a big display of Cherry Hill blooms on exhibit there. They had been brought over the road in an automobile by G. C. Thurlow, who was on hand to stage them. And for the past month hundreds of people have been driving out to West Newbury to see the flowers. This feature of the business has become so important that a big tent has been erected in the nursery, where peony blooms in great variety are displayed. It makes quite a little show in itself and is appreciated by people who do not feel like tramping through the fields. There are 6 acres of peonies at the Cherry Hill Nurseries, which means an extended walk if one views them all. One feature of the lay-out at Cherry Hill always attracts the admiring attention of visitors. There are evergreen hedges everywhere, and such hedges as can be found in few other places. Some of them were planted years ago and now tower high into the air. All have a purpose, acting as shelters and windbreaks, but they are quite as aesthetic as they are utilitarian.

The peony fields at Cherry Hill are separated into several distinct plantings. Among others there are three trial gardens, where practically the same varieties are grown. As it happens the soil conditions in each garden are different, offering an opportunity to learn the behavior of the plants under varying circumstances. An effort has been made to obtain plants of the same variety from many different sources and to grow them together. In several instances this plan has revealed the fact that some of the plants were not true to name. Nothing is used to propagate from until the plant has been seen in flower and not then unless it proves to be a flower of quality. According to Mr. Stranger there is a very great difference in strains of the same peony. It may be weak or it may be strong, depending upon how it has been bred and grown. At the Thurlow establishment a distinct strain to be known as the Cherry Hill strain of peonies is being developed. The company is staking its reputation and its future upon it, and to make good the members of the firm are watching every plant in their fields with the closest scrutiny.

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This nursery at West Newbury is an old one. The farm itself has been in the Thurlow family for 10 generations. The father of the Thurlow boys began collecting peonies 50 years ago. In the seedling plot there are varieties which were sown 20 years ago. And these seedlings, by the way, are among the most interesting flowers on the place. Not a few of them are bound to be grown far and wide. The first variety offered, "Cherry Hill," a magnificent red, has already been widely disseminated. Another new peony, President Wilson, promises well. Offered first at $25, the demand soon became so great that the price had to be doubled to keep the stock from being exhausted. Still another variety, but one not named as yet, I believe, has the merit of blooming extremely late. It is found in good condition even after Solange has dropped its petals, and Solange has long been considered among the latest of all. In the seedling garden at Cherry Hill less than a hundred varieties are to be found, but they have been selected from 300,000 seedlings, which indi-



**HANDSOME NEW PEONIES**
Two of the Many Seedlings to be Found at the Cherry Hill Nurseries in West Newbury, Mass.

# IBOLIUM PRIVET



The New Hardy Hedge

**Box-Barberry**

Now Well Known.

Quantity Trade Prices for Fall 1921

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cates that they must be pretty good. Probably about 50 of these seedlings will eventually be put on the market. Many of them bear only numbers now, but experts who have visited the nursery believe that in this list are some of the finest kinds ever put out.

---

The First National Bank, of St. Paul, ought to be held up as a shining example of service which such an institution can do for the benefit of flower lovers. This bank, which is a very large one, conducts a series of flower shows throughout the summer, the exhibitors being amateurs of St. Paul and Minneapolis. The peony show held a week or two ago was largely attended, and according to Mr. William A. Peterson, the prominent peony grower of Chicago, who happened to be present, the exhibit compared favorably with those shown anywhere else. The bank has a very large lobby where the flowers are staged, and at this peony show the room was made unusually decorative by the use of cornucopias filled with blooms of various kinds and placed at intervals here and there. The judge was A. M. Brand, of Faribault, Minn., perhaps the most famous peony grower in the west.

There are banks in the east which maintain agricultural departments and do much for the farmers, but I know of none which has made an appeal like this to flower growers and flower lovers. It would seem as though the example of this St. Paul institution might be emulated by banks in other sections.

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When all is said and done, there is no doubt of the fact that peonies grow remarkably well in the soil of Minnesota and surrounding states. Perhaps that is one reason why this particular flower is so high in favor with amateurs. No fertilizers of any kind are required and it is a well known fact that the flowers of the west are famous for their size. In many sections the land used was formerly covered with forests, and the ground is filled with humus resulting from the decay of leaves over a period of centuries. Even commercial growers do not need to use fertilizer in soil of this kind.

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I was interested to find Eremurus growing in Mr. Heurlin's nursery at Braintree, Mass., with all the freedom of the common yucca, although many gardeners find this stately and imposing perennial rather difficult to handle. Mr. Heurlin says that in his opinion these plants are often coddled too much. In his nursery they are planted where they get some protection from trees, but otherwise receive very little attention. Possibly Eremuri need shifting to new ground occasionally, for I know that in some private gardens much difficulty is found in growing them. They are very impressive plants, though, and would seem worthy of wider planting, especially in large gardens where there is plenty of room for their development. They look best against a background of trees or tall foliage

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### WESTCHESTER AND FAIRFIELD, CONN., HORTICULTURAL SOCIETY.

The most important show of the year will be held by the Society, in New Rochelle, N. Y., on Sept. 21-22. This show will be held for the benefit of the New Rochelle Hospital. Practically every estate owner throughout the county has pledged his support and all the prominent ladies are taking an active part to make it a success. The main schedule will be a regular encyclopedia and well worth keeping for future reference.

Mrs. De Lancey Kane of New Rochelle is president of the committee, Mr. J. H. Troy of New Rochelle, manager of the show, and Mr. Oscar E. Addor of Larchmont, secretary. For space in schedule and preliminary schedule, address the secretary.

OSCAR E. ADDOR.


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| 4000 | Dunlop, own root | 15.00 | 125.00 |
| 5000 | Columbia, own root | 15.00 | 120.00 |
| 4000 | Cecil Brunner 2¼-in. | 15.00 | 120.00 |
| 2000 | Kaiserin, own root, 2½-in. | 12.00 | |
| 2000 | Ophelia, own root, 3 in. | 18.00 | 140.00 |
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## STANDARDIZED PLANT NAMES

### Report of Harlan P. Kelsey for the Committee on Nomenclature at the Nurserymen's Convention

At the convention of the American Association of Nurserymen being held in Chicago as we go to press, Harlan P. Kelsey, of Salem, Mass., presented a very important report for the committee on nomenclature. This report is as follows:

Your chairman is secretary of the American Joint Committee on Horticultural Nomenclature and a member of the sub-committee doing the actual work of preparing the new official catalog of Standardized Plant Names; the other members of this sub-committee are United States Botanist Dr. Frederick V. Coville and Frederick Law Olmsted. While the chairman of the joint committee, J. Horace McFarland, has been in constant consultation with this sub-committee.

The sub-committee has finished its labors so far as preparing the initial copy for the forthcoming edition is concerned, and now follows the job of printing and distributing.

This sub-committee has spent literally months in a most difficult, trying and laborious task, that both scientific and common plant names may become standardized in the American Horticultural world, toward the desirable end of making buying easier.

As the sub-committee got deeper and deeper into this work they began to realize more fully that they were up against a man's size job in every sense of the word and that only by giving solid time in approximately ten day units would it be accomplished. Even then it would not have been possible to get ready for the printer this spring had not Dr. Frederick V. Coville and the United States Department of Agriculture fully backed up the committee's work by providing offices and almost unlimited library and office assistance, and the aid of many experts in the department.

The result is manuscript for a book of probably 500 pages, which the sub-committee has placed with the McFarland Company for printing, feeling certain this action would be approved by the American Joint Committee; for in the preparation of this semi-technical work, the sub-committee found it absolutely necessary to have constant advice and help in the matter of type and make-up from the printer who was to print it. Moreover, it was felt that accuracy, so far as humanly possible, should be a controlling factor, and that a press that had successfully printed Bailey's monumental Cyclopedia had pre-eminently the required organization.

The amounts subscribed by the constituent organizations of the American Joint Committee has sufficed to pay the current expenses of the committee and there is still a balance of $377.93 in the treasury of the committee.

But instead of a pamphlet we have a large book, which will cost from $4000 to $6000 to publish in numbers which will be at all adequate to insure wide enough distribution to accomplish our prime object, namely, universal adoption.

Therefore, it must be immediately decided whether the organizations comprising the American Joint Commitee will subscribe enough to finance the undertaking or, failing, will progressive nurserymen and other horticulturists underwrite the publication? Surely, this burden should not be placed on the sub-committee who have freely given months of their time to a most exacting and laborious job, that American Horticulture might profit thereby.

Attached to and made a part of this report are printed proofsheets which show better than I can tell it just what the new Official Catalog will be. You will see that it is a strictly alphabetical list of common names and Latin names for practically all trees, shrubs, fruits and perennials in the American trade today, and including many new ones which it is expected will soon be introduced to general cultivation.

Special groups supplied by organizations, societies, and individuals specially interested in such groups and best fitted to give authentic name lists, appear in alphabetical order, while certain large groups such as fruits, Iris, Rhododendrons, Azaleas and Peonies, which have extremely large lists of named horticultural varieties, will

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appear suitably arranged in an Appendix.

Labor difficulties and high costs of material have combined to delay typesetting; but with these conditions clearing up, and financing arranged for, the work should reach publication before 1922.

It will be not only an absolutely necessary work of reference in every nurseryman's office, but a handbook and guide for every live employee in the field. It is a big beginning toward standardizing horticultural trade practice in America. Even to those who are entirely commercially minded it will be a godsend—for if it is consistently and intelligently used it means that the nurseryman and florist really will know what he is growing, advertising and selling; and, still more important, his customers and prospective customers will also know; and that means tremendously increased business.

Moreover, standardization of scientific and common names means a body-blow to the unscrupulous nurseryman, making deceit much more difficult, and detection and conviction more certain; and that in turn means more and better business for the honest tradesman.

The American Joint Committee on Horticultural Nomenclature should be a permanent committee, for many corrections and improvements must be made, and so long as Horticulture progresses so long will new plants appear and new names be necessary; while hundreds of plants of necessity still must have suitable common names supplied. Registration of new plants and approved names will become a necessity. If we believe in our business, let us waken to the fact that if we falter in the standardization of our business that Congress and state legislatures will attempt to do it for us—and disastrously to American Horticulture.

The sub-committee believes that underwriting this publication is a safe proposition, and that sales that may be reasonably expected should return cost. But if every nurseryman becomes a booster for the Official Catalog of Standardized Plant Names, sales should be such that the American Joint Committee would have a substantial profit to continue the work now so well begun. It's a business proposition and it's up to you.

For the Committee,
HARLAN P. KELSEY,
Chairman.

### AMERICAN IRIS SOCIETY

At the annual meeting of the American Iris Society in Columbus, Ohio, May 19-21, the officers were elected as follows:

President, John C. Wister, Philadelphia, Pa.; Vice-President, William A. Peterson, Chicago; Secretary, R. S. Sturtevant, Wellesley Farms, Mass., and Frank H. Presley, Montclair, N. J., Treasurer. Directors: Mrs. Horatio Gates Lloyd, Haverford, Pa., and Mrs. E. P. McKinney, Madison, N. J. The regional vice-presidents are I. S. Hendrickson, Flowerfield, N. J., eastern district; Mrs. Samuel H. Taft, Cincinnati, O., central district; T. A. Kenning, Minneapolis, Minn., northwestern district; C. P. Connell, Nashville, Tenn., southern district; Sydney B. Mitchell, Berkeley, Calif., Pacific coast district and Dr. E. Bennett, St. Thomas, Ont., Canadian district.

Mr. Scott T. Doten, for many years superintendent of the James J. Storrow estate at Lincoln, Mass., has resigned his position and bought a farm at Acton. He is succeeded by Edward Clapp.


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# —HORTICULTURE—

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**Supporting the Shows** It is a matter of surprise and also of regret that in many cities the florists as a whole apparently take but little interest in the flower shows. In many instances these shows come and go without a local florist entering the doors. We are sure that this is a mistake. It is impossible to really divorce the commercial and private interests, so far as the trade is concerned. To the average person, a flower is a flower, regardless of whether it grows under glass or under the open sky. And the more flower shows that are held, the greater the fondness for flowers that will be fostered, which means, in the end, more liberal buying.

Florists, nurserymen and seedsmen alike owe it to themselves to help along anything which will stimulate a desire to grow or possess flowers. In some cities the florists are found among the most active supporters of the local horticultural societies. They act as judges at the shows, and sometimes offer prizes to amateur exhibitors. This is as it should be and redounds not only to the credit but to the distinct advantage of the trade in general. It is a condition which ought to prevail in every city, and will when the florists themselves come to realize the obligations as well as the opportunities which lie in these shows.

---

**Co-operation That Counts** Why is it that co-operation among the florists in one city is an accomplished fact while in other cities it is mostly a theory. The answer is not easily found. It doesn't require much intelligence, however, to see that in cities where genuine co-operation prevails there is far better feeling among florists and a greater prosperity as a whole than in localities where the members of the trade fail for some reason to pull together as they ought to. Perhaps there is no better example than the city of Detroit, where the community flower shop idea has proved a distinct success. The florists linked together in the community flower shops are working together all the time. It is one of the agreements that each member shall visit some other shop in the chain each month, making whatever suggestions, criticisms or comments which may come to him. In this way many barriers are broken down, and each florist has a proper comprehension of the problems which come to his fellows in the trade.

Co-operative advertising has made it possible for these Detroit florists to give publicity not only to the florists in the combination but to the entire business throughout the city. During the week preceding Mothers' Day and Memorial Day, they created a demand for plants and other articles which was reflected in the business throughout that section.

Detroit illustrates remarkably well the value of co-operation in general. Moreover, the work that is being done there is being of enormous benefit to the F. T. D. The statement has been made by a prominent member of the trade, and probably with good authority, that F. T. D. business is increasing in greater proportion in Detroit than in any other city in the Union, and as a result almost wholly of the co-operation between the members. Certainly in time these facts will sink into the minds of the florists in other cities, who will be stimulated to go and do likewise.

---

**Reading for Business** It is an unfortunate fact that many men in the trade do not give the attention they should to the trade papers and to other literature which would be of value to them in upbuilding their business. It would be of great advantage, oftentimes, if the clerks as well as the proprietors should keep in touch with other members of the trade through these mediums. A writer in the Seed World has been investigating this matter to some extent, and reports one way in which results are obtained. He cites particularly the instance of one successful retailer as follows:

"This merchant has one of his clerks draw up a number of cards each month, and these are divided off into separate columns.

"He carries his various trade journals to his home with him evenings and there he reads them carefully from cover to cover. Every article or story therein that interests him, and which may carry such information as might be of value in the conduct of his business or to any of his clerks or department heads, is marked. Then the names of the particular clerks or department managers, the name of the magazine, the page on which the article appears and the title of the article, are jotted down under the proper headings as outlined above.

"The following day the journal is handed to the clerk or department head whose name appears first in the column designated for that purpose. After he (or she, as the case may be) has read the various articles marked for his attention, he signs his name or initials in the column headed: 'I Have Read This Article,' and then passes the journal and the card on to the next clerk. For the two years this plan has been in progress this merchant has been impressing upon the minds of his clerks the importance of not merely reading the articles, but of digesting their contents carefully and getting the very best out of them."

Which only goes to show that good trade journals live up to their purpose in life—and that purpose is to help its readers make more money out of their business. Give the papers a fair opportunity of doing so. If they lie around on the desk unopened, as is so often the case, or are merely glanced through with a casual eye, naturally they can be of little profit to business. Read trade journals for the betterment of your business, as you read your Bible for the betterment of your soul.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
ALBERT H. AMLING CO., Maywood, Ill.
DUCKHAM-PIERSON CO., Madison, N. J.
ROWAYTON GREENHOUSES, Rowayton, Conn.
MILLER FLORAL CO., Farmington, Utah
WELLWORTH FARM GREENHOUSES, Downers Grove, Ill.
A. S. BURNS, JR., Spring Valley, N. Y.
ROBT. SIMPSON, Clifton, N. J.
CHAS. H. TOTTY CO., Madison, N. J.
NOE-RUZICKA CO., Madison, N. J.
WM. H. ELLIOTT CO., Madbury, N. H.
ANTHONY RUZICKA, Madison, N. J.
W. J. PILCHER, Kirkwood, Mo.
JOS. HEACOCK CO., Roeloffs, Pa.
WENDLAND & KEIMEL, Elmhurst, Ill.
JOY FLORAL CO., Nashville, Tenn.
ROBERTS ROSE CO., Denver, Colo.
GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. GODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## SCRATCH

The following tale from The Keystone expresses beyond doubt the conditions of the florist of today as against former times and now more than ever illustrates why we should continue both our national publicity campaign as well as our local advertising.

We may not always find the road quite so smooth as at present and may need our reserves for future building.

Hence the story with the hope that many will get an inspiration:

"Once there was an Old Hen who had passed the time when she Needed to Worry about the Axe. She had helped many broods of Chickens to see the Light and had been, indeed, through the War. This Wise old Hen felt she knew All There Was to Know. This is a sad state to Get into.

"There came a season of Warm Rain and Lots of It, when the worms were washed out of the ground and lay in Lush Profusion about Her feet. She didn't have to scratch. The worms, and the delicious bugs, flocked about Her, and crawled over her feet, and she ate rapidly and needlessly.

"Came a time when she waxed exceeding Fat, and her appetite became finicky. She would strut about the Barnyard and kick bugs and worms out of her path, if they were not of the best variety. In fact, this Old Hen became mighty Choosy about her food, and many an insect bit her in the foot with impunity. She wouldn't deign even to look down.

"Then imperceptibly things began to change and the worms weren't quite so profuse as before. But the Old Hen knew that this was only temporary and that Good Times would soon return. So she leaned luxuriously against the barn door and dreamed cute little dreams about Hen Heaven and the Joys that were there for her.

"The Worms grew Scarcer and scarcer and the Old Hen began to lose some of her Surplus Fat. She finally had to dig into her Reserve Fat, and on that day she began to wake up to the fact that food was not going to Crawl Down her Throat as it had in the near past.

"So she leaned up against a tree and moaned, and Groaned over the Hard Times that had come. She grew thinner and more thin, until she staggered unseeingly around the barnyard, all out of sorts with herself and with the world. There was not a grain of hope left.

"She finally fell through the fence of the pigsty in a stupor, and lay there all skin and bones, crying as though her heart would break. 'Oh, dear, what will become of me! Oh, dear, oh, dear!'

"'What are you sobbing about?' said an old Fat Pig, who was rooting about in the rich brown mud. 'Oh, there is nothing to eat, and I am starving for food,' she moaned.

"'What rot!' remarked the pig, in his swinish way. 'No food, indeed! There are millions of worms for you right under the surface of all this nice brown mud, if you only had the gumption to scratch a little. Scratch for your grub, and you'll have plenty. Scratch, darn you, scratch.'

"And the Hen, being an old one, had sense enough to listen and to try the advice of the old Pig who was so fat, and Lo! she found that it was true. There were not so many Worms as in the Good Old Times, but there were enough to put flesh back on her bones, and pep back into her old muscles. Young hens wouldn't have had the gumption unless they were Exceptional Young Hens.

"Moral: Scratch early and often during the lean times. There are just as many worms, but they are harder to find."

HENRY PENN.




NEW DWARF SEEDLING BEGONIA

**BETTY FARR**

The neatest dwarf (6 in.) everblooming **Begonia** with semi double or double deep cerise colored flowers.

Makes an ideal plant for bedding out or as a pot plant. Blooming from two inch pot up without intermission. Fine for basket work in all sizes. A plant the ladies go crazy over.

**Rooted Cuttings, $15.00 per 100**

**BETTY FARR, Stoneham, Mass.**

When ordering, please mention Horticulture

## Garden Seed

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

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82 Dey St., NEW YORK and ORANGE, CONN.

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POT-GROWN STOCK 2¼-INCH

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|---|---|---|
| Boston | $ 6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Teddy, Jr. | 6.00 | 55.00 |
| Macawii | 10.00 | 95.00 |

SOLD OUT ON ALL VARIETIES EXCEPT BOSTONS UNTIL JULY 15.

FERN RUNNERS $15 per thousand

**Henry H. Barrows**

*Fern Specialist*

264 High St., Whitman, Mass.

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## Chrysanthemums

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CEDAR ACRES

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Booklets Free

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Catalogue upon Application

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Heather Melanthera and Ovata, French trumpet Hybrids, Coredenoides Veitchii out of 1¾-in. pots ready for shift—$100.00 per thousand.

A. L. MILLER

utphin Rd. and Rockaway Boulevard, JAMAICA N. Y.


## George Watson's Corner

"You in your small corner and me in mine."

Frank M. Ross, Mark Mills and party left recently for a month's vacation in the Poconos. We wish them all a jolly good time and trust the fishing will be quite up to their expectations.

Robert Craig excuses himself for not saying anything these days—by the doctor's route. He says the doctor tells him he has become "intellectually lazy," and that the best thing to do would be to take a rest. And Casper Pennock, another prominent grower of fine things for the wholesale market, on being asked how he felt on that Robert Craig verdict, said he didn't know, as he had never been accused of being intellectual. Another side-step! Wouldn't it jar you—the way these old boys side-step a straight question!

H. H. Baffles is like the man's coon trap, "Ketches 'em going and ketches 'em coming." At his Century shop he has "the best at the lowest," and next door at his Baffles shop he has "the best at the highest." So no matter how little or how much money a person may have, Baffles gets it, either way. If Lloyd George wants to take a vacation he would suggest H. H. Baffles as a good substitute in Downing street for the occasion. He's some diplomat, he is! We all take our hats off to him.

George Edmondson, the genial floor manager at 714 Chestnut street, the Dreer emporium, where you get all that's new and best for the farm and garden, has sold his racing boat and bought a Chevrolet. We extend our congratulations, and at the same time voice our personal regrets. When a man advances from the democracy of the boating game to the aristocracy of the Chevrolet, we fear he will not notice common folks like ourselves as we walk down Chestnut street. However, let us hope for the best.

Helen Buist passed away on the 14th inst. In married life she was Mrs. George Redford. Her husband died a good many years ago, and her brother, Robert Buist, the well known seedsman of Philadelphia, also pre-deceased her. She left no issue, and she did not have any interest in the Robert Buist Company, which is a corporation owned solely by the old employes.


# LILY OF THE VALLEY PIPS

Extra fine strain
EXHIBITION size
German "LUBECK" Pips
just arrived

Price in cases 1,000, 500, or 250 each, on application.

**J. M. THORBURN & CO.**

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Through to 54 Park Place
NEW YORK CITY

VALLEY PIPS, $37.00 per 1000 and $19.50 for 500. LILIUM RUBRUM and LILIUM MAGNIFICUM $27.50 per case. LILIUM ALBUM $30.00 per case.

## American Bulb Co.

172 N. Wabash Ave.
Chicago, Ill.


Mrs. Redford was a most charming lady and during her long life highly esteemed by all who knew her.

Charles H. Grakelow is beginning to wonder why he has spent the best years of his life telling the public what wonderful influence flowers have in promoting human happiness. He feels that he has done too much for the public, or at least he says he does and he says that he is going to stop. According to my view of it about the only thing that will stop Charlie from doing as he's always done is for a high wind to blow down the Wm. Penn statue on top of him some day when he is passing City Hall in that twenty-five thousand auto the boys just gave him. That would be a calamity all right and Philadelphia would have to be humble for a while to Boston—like she was after the tea party. Boston has got pretty near all the conventions this year and we all pray that Philly may be kept on the map with Wm. Penn and Grakelow still on their jobs. The Parkway and the Wissahickon Drive are great in their way; but not enough—in all respects.

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4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred

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MANUFACTURERS

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WHEN WRITING TO ADVERTISERS
PLEASE MENTION
HORTICULTURE

"There are months and months, June, July, August," according to Ed Richter, a Jersey specialist in the Philadelphia cut flower market. "You've got to be careful not to grow anything the market can't absorb. Sure, you can grow lots of things. Fine things. Splendid things. But what's the use? There's no demand during these three months. No, sir. What the wise florist does is to concentrate on early June: then make a big leap to September and October." That boy is about right, and some day—tell us more.

## PEONY AND ROSE SHOW AT NEW BEDFORD

Few cities of the size have a more enthusiastic lot of flower lovers than New Bedford, Mass., and for several years some excellent shows have been given there. A peony and rose show was held last week and largely attended. The judges were C. W. Young, of Boston, and Peter Murray, the florist, of Fairhaven. Among the most conspicuous displays was an exhibit of peonies from the Cherry Hill Nurseries and an exhibit of climbing roses made by A. J. Fish. A special award of merit was given to the Cherry Hill Nurseries for the seedling peony Pres Wilson.

*When writing to advertisers kindly mention HORTICULTURE*

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We Carry a Complete Line for the Florist

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MAGNIFICUM RUBRUM
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In All Sizes Held in Storage

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BOSTON, MASS.

20,000 BEGONIA MELIOR 2¼-in. pots, FROM LEAF CUTTINGS, READY NOW, $35 per 100, $300 per 1000.

BEGONIA, MRS. J. A. PETERSON, CINCINATTI same as above.

OTHER VARIETIES—ASK FOR PRICE LIST.

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**Nursery Stock**

FOR THE FLORISTS' TRADE

Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials

Write for our Wholesale Trade List

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GENEVA, N. Y.

70 Years 1000 Acres

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"The Telegraph Florist"

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FRUITS and FLOWERS

The Choicest of Both

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UNDER THE PARK ST. CHURCH

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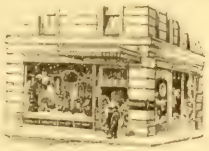
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ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.

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# S. A. F. & O. H. Department

### National Publicity Campaign

The Publicity Committee are getting their plans in shape for the forthcoming publicity drive in the magazines, their only anxiety now being as to the wherewithal for financing their effort. As has been said before, the money required must actually be in hand, hence their concern. A good many guarantees are still to be discharged, and once more we urge all those who have pledged themselves to send cheques covering their pledges without further delay. There has been plenty of evidence lately to show that the slogan is worth all we can expend on it. In cartoons, editorial headlines, and in other ways it has been featured. "They said it with Flowers" is now a common headline used to cover public functions of various kinds, and the dear public sis up and takes notice of it. The head of our nation was recently cartooned in a prominent New York daily as "Saying it with Flowers."

The campaign fund has been augmented by the following subscriptions since our last report:

| | |
|---|---|
| Fisher & McGrath, New Castle, Pa. | $25.00 |
| George W. Marshall, Okmulgee, Okla. | 5.00 |
| S. C. Derrick, Cooperstown, N. Y. | 5.00 |
| B. J. Macklin, Cambridge, Mass. | 5.00 |
| The Cleveland Cut Flower Co., Cleveland, Ohio | 50.00 |
| W. A. Worrel, Pocatello, Idaho | 10.00 |
| Eldred Flower Shop, Pasadena, Calif. | 10.00 |
| G. W. Frisch & Son, Dayton, Ohio | 10.00 |
| Hugo Teute, Rochester, N. Y. | 5.00 |
| Groffe & Dresel, Chicago, Ill. | 10.00 |
| W. E. Day Co., Syracuse, N. Y. | 10.00 |
| C. E. Rossiter & Son, Sunbury, Pa. | 5.00 |

The J. M. Gasser Company
Cleveland
Euclid Avenue

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A. GRAHAM & SON
5523 Euclid Ave.
Will take good care of your orders
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The Knoble Brothers Co.
Flowers and Nursery Products
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We are well equipped to handle your orders.
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Cor. Broadway and Gratiot Aves.
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Artistic Designs . . .
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We cover all Michigan points and good sections of Ohio, Indiana and Canada. Member Florists' Telegraph Delivery Association

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KNOXVILLE, TENNESSEE
Personal attention given orders for Knoxville and East Tennessee
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|---|---|
| Oregon Florists Club Ass'n, Portland, Oregon | 125.00 |
| The Doswell Floral Co., Ft. Wayne, Ind. | 10.00 |
| August L. Kroner, Quincy, Ill. | 5.00 |
| Electric City Conservatory, Great Falls, Mont. | 10.00 |
| Ben Boldt, Denver, Col. | 10 00 |
| | $ 310.00 |
| Previously reported | 25,188.60 |
| | $25,498.60 |

All who have not yet subscribed to the fund are assured that there could be no better time than now to render their support. The big publicity effort about to be made will be governed entirely by the amount of money available for it, and the greater it can be made, the greater the resulting benefit.

### The Washington Convention

The Ladies' Society of American Florists has prepared a folder which will surely interest the ladies who are thinking of attending the convention, and should convince not a few others that it would be a splendid idea to plan to make the trip. There is no more interesting city in the United States to visit than Washington, and with a large gathering of kindred souls in attendance at the convention it should prove doubly interesting. This folder will be mailed to our whole membership very shortly, with other printed matter concerning the gathering.

### The Trade Exhibition

The space available in the Trade Exhibition is going fast, and a banner show is already assured. The following names of exhibitors are in addition to those already reported:

Lord & Burnham Co., Irvington-on-Hudson, N. Y.
Baum's Home of Flowers, Inc., Knoxville, Tenn.
The Lima Sheet Metal Products Co., Lima, Ohio.
Hitchings & Co., Elizabeth, N. J.
S. H. Russin, New York City

### National Flower Show

The plan of the Trade Section of the big show to be held in Cleveland next

The Far-Famed Flowers of
TORONTO
Delivered on mail or telegraph order for any occasion, in any part of the Dominion
JOHN H. DUNLOP
8-10 West Adelaide St.
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FOR
KANSAS CITY
Transfer Your Orders to
SAMUEL MURRAY
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PHILADELPHIA
CHAS. H. GRAKELOW F. T. D.
Everything in Flowers
Broad Street at Cumberland

FLOWERS The Best at The Lowest
The Largest Popular Price House in Philadelphia
F. M. ROSS
Send orders to
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13 So. 60th St. 212 E. Girard Ave.
PHILADELPHIA
Member Florists' Telegraph Delivery
Orders from all except members of the F. T. D. must be accompanied by remittance.

ST. LOUIS, MO.
FRED C. WEBER
4326-28 Olive St.
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NOTICE INITIALS. We have one store only.

PROGRESSIVENESS
GUDE BROS CO
GUDE BROS. CO.
Washington, D. C.
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**Wired Toothpicks**
Manufactured by
**W. J. COWEE**
**Berlin, N. Y.**
10,000....$2.50 50,000....$11.00
Sample Free
Also manufacturer of 4 and 6 Inch Green Match Sticks, Wired and Unwired.
For Sale by Dealers

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**Henry M. Robinson Co.**
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**CHARLES E. MEEHAN**
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**EDWARD REID**
WHOLESALE FLORIST
1619-21 Ranstead St.,
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CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES and all Seasonable Varieties of Cut Flowers

During the warm months of the year you will find
**Russell**
the Best of all the pink varieties on the market. We have plenty of them in all grades, some with 24 to 30 inch stems.
Let us make you a sample shipment.
**The Leo Niessen Co.**
WHOLESALE FLORISTS
1201-5 RACE STREET
Philadelphia

March is completed, and plates ready for the printer, so that it is now only a matter of days before prints will be ready for mailing to those likely to be interested.

Although the guarantee fund covering the show's finances is practically closed, a subscription from W. D. Howard, Milford, Mass., is this week reported, making the fund total $20,657.00.

JOHN YOUNG,
Secretary.

June 18, 1921.

## ANOTHER QUARANTINE PROBABLE

The Federal Horticultural Board at Washington announces a hearing to be held June 28, at 10 o'clock, in the Entomology Building, on the advisability of prohibiting the further importation from Canada of cut flowers or entire plants of chrysanthemum, aster, cosmos, zinnia, hollyhock, and cut flowers or entire plants of gladiolus and dahlia, except the bulbs thereof, without stems, in addition to various vegetables. This quarantine is threatened on account of the European corn borer, which has been found in portions of Canada.

J. J. Turner, the nurseryman, will have charge of the horticultural exhibits at a merchants' carnival to be held in Beverly, Mass., in October.

**MICHIGAN CUT FLOWER EXCHANGE, Inc.**
WHOLESALE COMMISSION FLORISTS
Consignments Solicited
Hardy Fancy Fern Our Specialty
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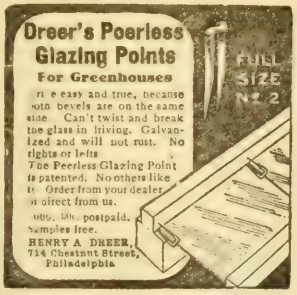
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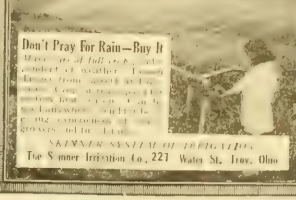
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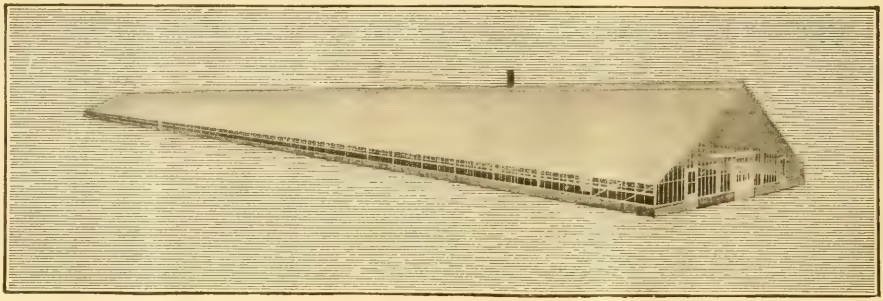
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# HORTICULTURE

Volume XXXIV JULY 10, 1921 Number 1



W. H. Wyman, Prop.
1894-1921

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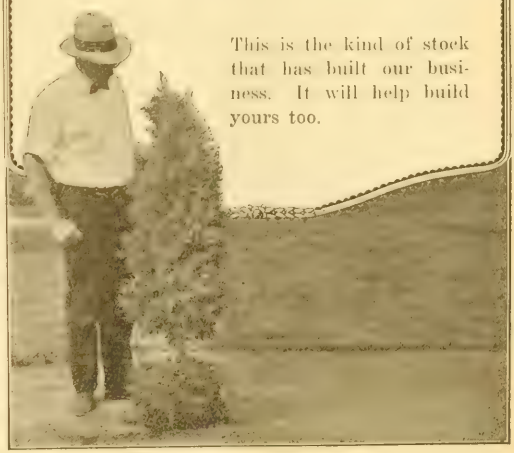
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Fine plants, 14-in. common butter tubs, now nicely in bud for July and August flowering, $5.00 to $7.50 each, according to the size of plants.

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Ask ANYONE who VISITED our GARDENS THIS SUMMER or SAW our DISPLAY JUNE 18-19 at MASS. HORTICULTURAL HALL.

CHERRY HILL NURSERIES

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## MR. REUTER'S NEW CONNECTION

### Well Known Plant Broker Will Now Handle the New England Business of C. U. Liggit

There is much interest in the trade in the consolidation just announced of the business heretofore carried on by the L. J. Reuter Co. with the plant brokerage concern of C. U. Liggit, of Philadelphia. For some time Louis J. Reuter, who grew up in the florist trade, and is known from one end of the country to the other, has been carrying on a very successful plant brokerage business, with headquarters at Watertown, a postal station of Boston. Of late the business has grown to so large proportions that expansion became necessary, and so the plan was put through of joining forces with Mr. Liggit, who is one of the most successful plant brokers in the country.

The new arrangement will give both parties new sources of supply to draw upon, and help to hasten deliveries. Mr. Reuter will maintain his office at Watertown, as in the past, and will give his attention to the building up of the New England territory. Although Mr. Liggit's office in Philadelphia will be the headquarters of the company, yet all New England business will be handled through Mr. Reuter, shipments being made from the nearest reliable source to the buyer. At the same time if it is necessary to go outside of New England for the goods needed, that course will be followed. In other words, Mr. Liggit's field of operations will be extended, putting him in a much better position than ever before to serve his customers; and Mr. Reuter will be enabled to develop his special field without being handicapped for lack of capital or any other restrictions. It seems like an extremely good arrangement for both of the gentlemen concerned, as well as for the trade in general.

## BULB GROWING IN CALIFORNIA.

James A. Brown of Brown's Bulb Ranch, Capitola, California, was recently quoted as follows:

"As to the idea that bulb culture is a failure in California, the sooner people in the East abandon that idea, the better. Last fall I visited a number of the European countries and there I found in Holland, Belgium and France the settled conviction that bulb raising was doomed to failure in California. Now I can understand their feeling that way in those old countries. They have been in the bulb raising business for two or three hundred years and they have grown to think that a new country cannot compete with their experience and skill, not to mention the difference of the climate. However, I told them that they were mistaken and I still think so. Very few people have any idea of the way in which freesias, Spanish iris and some other bulbs are being grown in the vicinity of Santa Cruz. Before saying that bulb raising is a failure in California, people ought to come and see our bulb farms. They speak for themselves."

## PEONY FAVORITES

In reading Mrs. Francis King's latest garden book I notice she quotes Mrs. William Harding as naming La Cygne, Walter Faxon and Solange as the three finest varieties in the peony world. It is very interesting to have this opinion from Mrs. Harding, but I am afraid that many fanciers would contend that either Therese or Kelway's Queen should have a place in this favorite trio. Certainly Lady Duff and Festiva Maxima would come a close second, and others are not to be overlooked. Moreover, there are some seedlings coming along which are likely to crowd the varieties very hard.

E. I. N.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIV JULY 10, 1921 No. 1

## THE TALK OF THE TRADE

It is about time now to be sowing sweet pea seed for winter flowering, and a fine lot of varieties are offered as the consequence of the great improvement in the past number of years in the strains of sweet peas offered by the specialists. Two novelties in particular are worthy of mention, i. e., Peach Blossoms and Flamingo. The first can be described in color best by its name. It is a beautiful pink, and is said to be a good producer, with long stems and flowers well set together. Flamingo is a bright colored salmon, shading to pink, and is also a very good producer. Of course, such varieties as Rose Queen and Yarrawa will be planted in quantities, as they always find a ready sale. Lavender King is an excellent lavender, but there has always been a call for a good true blue, and that we can have in the variety La Marquise.

There are several very fine bright colored varieties, such as Rose Bud, a bright rose; Splendor, a rich deep rose, and Dazzler, a lively orange. Of course, a grower who markets sweet peas only in limited quantities should confine himself to one or two of the best varieties. I always think of Rose Queen or Yarrawa as the ones which have the larger sale, but if enough room can be devoted to sweet peas, some of these other sorts will bring good results, and the retail stores are anxious for these colors.

---

I notice that California grown iris is offered this season, and I am anxiously waiting for the results from this stock. There is every reason to believe that it will turn out well. The crop is not large, but there is enough stock to be sent over from the coast to make a good thorough trial. If we can get good Iris Tingitana, as well as the other good marketable sorts, we are adding one other very popular flower to the list of those which can be produced at home and make us independent of foreign imports.

---

A few years ago Allman Nurseries, Holmesburg, Pa., started selecting from a pink Snapdragon which they thought an improvement over any then on the market, and this process of selecting has been continued, with the result that at the present time they are offering the new Snapdragon named Philadelphia Pink. It has made an excellent impression, particularly around Philadelphia, where it had been possible to observe it through the season. It has a very good bright shade of pink, and from what I have seen of it, I believe it is bound to be one of the popular varieties.

---

Leaf grown stock of Begonias Meteor, Cincinnati and Peterson is practically sold clean in 2¼" and 3½" size. This is particularly true of Meteor. There is hardly a plant left of that sort, and I believe there will be a good call for top cuttings. This stock will soon be ready, and if a grower can get well established 2¼" plants around August 1, raised from tops, it can be worked into good shape for combinations as well as for individual plants. Anyone who has not been able to work up enough stock of the earlier leaf cuttings will do well to prepare for what he needs by top cuttings.

---

I recently had the opportunity of calling on A. L. Miller, of Jamaica, L. I., and it has been such a long time since my last visit that I was decidedly surprised and pleased with the way this grower is advancing. The high building costs have not scared him in years past, nor is he holding back one bit at the present time. When I was there recently, the frames were up for several houses, and he is working fast to complete a range of six Lord & Burnham houses to be devoted entirely to plants. They are of the ridge and furrow type, a type which Mr. Miller



THE NEW GERANIUM, MRS. GEORGE E. BUXTON

believes in for neat and strong construction.

Mr. Miller has an excellent stock of Erica melanthera and ovata, and is going into Crotons in small sizes heavily. Several houses of these are coming along and are in excellent condition. He does not make a practice of finishing these in large sizes, but disposes of the crop in the fall in sizes 3½", 4" and 5" or more. I was interested to note the other crops he is handling. One plant in particular which he does very well and grows in quantities is Buddleia asiatica. These he sells in pans. He is also heavily stocked with French Hydrangea in pots and in the field, all sizes, and all the good varieties. I call it a mighty neat and prosperous looking plant establishment.

---

There is general satisfaction in the trade as to the plans of the committee which was appointed in connection with the business of N. F. McCarthy of Boston. It is hoped by everyone that this business will be able to continue and work itself out of difficulties which all trust are not more than temporary. Of the committee, W. H. Elliott and Thomas Roland will assist in increasing the output of the rose houses at Montrose and Clarence H. Blakely and J. M. Cohan and Miss M. C. Smithers will work with Mr. McCarthy in the management of the store and general commission business on Arch Street. It is believed that with careful management the assets can be so handled as to bring about good results and all creditors have been asked to agree to the plan as outlined by the creditors' committee.

---

In the last number I had something to say about the new geranium, Mrs. George E. Buxton, being put out by Mr. Buxton, of Nashua, N. H. I am glad that it is possible to publish in this issue a very good picture of this geranium, which is being widely disseminated and seems to be meeting with much approval wherever seen. There are none too many good geraniums and additions of merit are sure to be taken up.

---

Although Henry Penn is famous for his window decorations, it is seldom that he arranges a setting that attracts so much attenion as one which preceded the recent holiday. A certain Scotch organization had arranged for a picnic on the Fourth, with 83 silver cups to be awarded as prizes. These cups were displayed in Mr. Penn's window and featured by four youthful bagpipers, clad in the royal Stewart and McKenzie plaids and kilts. They were real Scotch children and knew how to manipulate the bagpipes with no little skill. During the day they gave selections on the pipes which called a big crowd of people together. As a background the window was massed with palms and wild pampas grass, and the whole exhibit attracted so many people that the sidewalk in front of the store was sometimes blocked.

---

One doesn't usually think of a painting as a feature of a florist shop, but Rogers, the Florist, of Allston, a Boston suburb, has displayed in a conspicuous place on the wall of his store an oil painting of a Dutch flower market, which attracts a great amount of attention, and probably helps bring trade to this store. Naturally Mr. Rogers prizes the picture very highly, as it is a gift from some of his many friends who decided that something of the kind would be an ornament to the handsome store which he now occupies. Somehow, things always seem to come Mr. Rogers' way, but that probably is because of his unfailing good nature more than anything else.

---

William Nickerson, of Framingham, Mass., always identified with carnations and always one of the best growers of all flowers for the Boston market, will devote his place this year largely to other lines. He has successfully handled a miscellaneous crop and has the reputation of bringing into the market some of the best stock in such lines as Snapdragon, Wallflower, Delphiniums and Sweet Peas, and I understand that this year these crops will be a large part of the output from his place.

---

## THE MARKET.

Now that the month of weddings is over, the market is very quiet. Stock is coming in slowly, and is just as slow in going out. Much of it, too, is poor in quality, this being especially true of carnations and sweet peas. The latter are off to an unusual extent, and it seems impossible to get peas of good quality, no matter what price is offered. Carnations are selling for two and three cents, roses from two cents up, gladioli from $1.00 to $1.50. Snapdragons are scarce and in considerable demand. There is now plenty of Gypsophila, both double and single, at the standard price of fifty cents a bunch. Marguerites are out of the market.

## TRADE CHANGES IN BOSTON

### Caplan to Greatly Enlarge His Store—Galvin in a New Back Bay Location

Several interesting changes have taken place or are under way among the retail flower stores of Boston. One of the most important is the announcement that Caplan, of 144 Massachusetts avenue, is going to greatly enlarge his establishment. Mr. Caplan has just renewed his lease for another fifteen years, on very favorable terms, so that he feels safe in branching out.

At the rear of his store is a piece of ground 60 feet long, and here a handsome ornamental greenhouse, costing about $10,000, is to be put up in the fall. The plans have already been drawn, and negotiations with greenhouse builders entered into. These plans call for one of the handsomest establishments of the kind in New England. It will be entered from the rear of the store, and will contain one large section to be devoted wholly to birds. Mr. Caplan has been specializing in birds for some time, finding that they work in well with his florist business. It is believed that this feature will do much to attract visitors.

There will also be plenty of room in this greenhouse for palms, ferns and other ornamental plants. Probably a new store front will be installed at the same time, so that the Caplan establishment will be one of the most conspicuous in the city.

Another change much commented upon is the removal by Thomas H. Galvin, Inc., from a location on Boylston street at the corner of Fairfield street, where it has been found for many years, to a new location on the same street at Copley Square. This, of course, will not affect the Park street store, which will remain where it is. The Back Bay store of the Galvin Co. has long been famous because of the large ornamental greenhouses attached. The building has often been photographed and used as an example of a modern florist shop.

The new store in Copley Square will not be so commodious, and will have no greenhouse. At the same time it will be more advantageously located. It is the place of business recently vacated by the Rosary, and is very accessible. Plans are now being drawn for the complete reconstruction of the store, which will be made very attractive, and which will be opened to the public about September 1. Pres. Boyle, of the Thos. H. Galvin Co., Inc., says that this new store will be quite as up to date and convenient as the store on Park street.

The Rosary, which has recently moved from the Copley Square location, opened its main shop at 749 Boylston street the first of July. The new store is light, airy and convenient. Manager Casey looks for no loss of business through the change, but rather an increase, as he is now in the heart of the automobile district, and has probably a larger trade among the automobile people than any other florist in the city.

## NEWS NOTES

D B. Clark, for many years a florist at Dubois, Pa., passed away recently at the age of 73.

James H. Nicholas, a well known florist of Springfield, Mass., was recently married to Miss Ruth C Tucker, of Pittsfield.

Receiver Francis Goodale, acting for the Waban Rose Conservatories, of Natick, Mass., has brought suit against Attorney W. Edwin Ulmer, former manager, seeking to recover sums of money which it is alleged Ulmer received from the assets of the concern.

Mr. Hartley Duffill, formerly with F. E. Palmer, Inc., of Brookline, Mass., has associated himself with Mr. H. P. Heminway, city planting specialist and landscape architect. His address in the future will be Kalamazoo., Mich. Mr Duffill, whose former home was at Melrose Highlands, Mass., has many friends in the trade who will wish him all success in his new connection.

Mr. William H. Siebrecht, of Chappaqua, N. Y., with extensive nurseries at Astoria, has recently purchased two acres of land near his home, and a 17-acre plot in a nearby section. It is understood that he will remove a part of his plant to Chappaqua.

Mr. Richard Fowler, formerly of Philadelphia, has taken charge of the J. Van Lindley Nursery Co., at Pomona, N. C.

Frank J. Sullivan, a florist at the Estabrook & Luby Shop in Worcester, Mass., is to be married on July 11 to Miss Loretta A. Luby, a bookkeeper at the same establishment, and well known in the trade.

GARDENING, FARMING AND POULTRY HUSBANDRY
The New Profession For Women
AMBLER, PENNA.
situated in beautiful open country, 18 miles from Philadelphia Two year Diploma Course entrance Sept 13th, 1921, and Jan. 17th, 1922 Thorough training in theory and practice. Unusual positions obtainable upon Graduation August Course in Gardening Circulars.
Elizabeth Leighton Lee, Director.

## CATALOGUE COMMENTS

### Mrs. Francis King Has Some Interesting Suggestions and Valuable Criticisms

No garden writer of the present day is more frank in her comments, more keen in her insight concerning garden matters, or more entertaining in her way of setting forth ideas which come to her alert mind than Mrs. Francis King. In her latest work entitled, "Pages from a Garden Note-Book," Mrs. King discusses matters covering a wide range, and among the most interesting chapters is one reviewing the catalogues of many prominent seedsmen and growers. Some of the suggestions which she makes are worthy of serious consideration The chapter is too long to reproduce in full but a number of the most interesting paragraphs follow:

"Let us begin with the respective names of Dreer and Farquhar. Moderation in expression characterizes these two lists. a plant is desirable, very desirable, of pleasing color. Few superlatives are here to be met; as a result, the reader's confidence is gained and when an extra good thing comes in for high praise he promptly responds to the suggestion Farquhar is entitled to all praise for his courage in introducing the new Chinese and Japanese shrubs and plants The glorious Lilium myriophyllum, or as it is now called, Lilium regale, was brought out by this firm a few years since. most of the new barberries, cotoneasters, and other shrubs lately introduced into commerce have been first described and offered upon these pages.

"Taken as a whole, Dreer's is a fine catalogue, certainly one of the best. Mr W C Egan's cultural directions are always valuable So are Mrs. Ely's and the range in variety of seeds and plants is remarkable. To roses, dahlias, and hardy phloxes large spaces are allotted. Far too much space is given to illustrations I think here of a lively correspondent of mine who, deploring the frequency of poor illustrations in one of our gardening journals, wrote 'I am too old to be amused by pictures, and I know how to grow tomatoes in a tomato-can.'

"Since my eye first fell upon the list issued by the Palisades Nurseries, of Sparkill, N. Y., I have been less satisfied with the others upon my shelf. This list speaks to the intelligent gardener. It seems possessed of a certain accuracy, its color descriptions are among the best to be found, its explanations of the meaning of botanical terms or names are as illuminating as they are unusual; in fact, it is one of the only two of our catalogues approaching the scientific.

"Burpee's Annual brings with it, to every one who knew of Mr. Burpee, a sense of almost personal loss in his death in the autumn of 1915. Two fine young sons are now at the head of this great business, which is known first for its remarkable system of trials of seeds, and next for its many introductions of distinct varieties of flowers and vegetables, varieties which have proved their worth.

"A colloquial of colloquials in seed-list lore is Henry Field of Shenandoah, Iowa. There is no list so amusing as this, although in places it reminds us of Bees' list published at Liverpool, in which I think I always see an Irish hand! Read in Henry Field, page 55, 'Woman's Rights in the Garden,' and have as hearty a laugh as you have had for long. Yet, underneath the humor of it, notice the truth about the old garden tools on the farm, and on that subject, not confined to Shenandoah, Iowa, of a woman's having to ask her husband for every cent she spends.

"The Peterson Nurseries, of Chicago, issues a small list of irises of sixteen pages, which is absolutely the most beautiful sent out in the country, illustrating irises Monsignor, Purple King, Koenig Darius, and Lohengrin, which are really captivating in beauty. Shoup, of Dayton, Ohio, has a restricted but very handsome list of irises.

"Another excellent list in black-and-white is the peony list T. C. Thurlow's Sons send out, a dignified and excellent catalogue; and I happen to be old-fashioned enough to think that some of this dignity arises from the fact that the firm does no business on Sunday, even going to the point of excluding visitors from their grounds on that day. There is something specially frank and honest about the Thurlow list, as there is about those others of Lovett, of Little Silver, New Jersey, and of our friend, Frederick H. Horsford, of Charlotte, Vermont; and in this speaking I would not intend any unpleasant inferences; no, not at all.

"Farr's, of Wyomissing, Pennsylvania, is the largest of such lists as we are now considering, and this is a catalogue of great value. It is evidently the result of much research, reading and experiment; its list of variations in irises and peonies are so exhaustive and seem to be classified to such perfection, that I have come to turn to it as to a book of reference on these flowers. Its color-plates, too, are of uncommon excellence.

SAVE MONEY ON

# CUT FLOWER BOXES

Buy direct from one of the Largest Manufacturers of Paper Boxes in the East

**MANILA** No. 1 — **MIST GRAY** White Back — **MIST GREEN** White Back

Our boxes are made of high-grade, good weight stock, combined with first-class workmanship.

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| 18x5x3—2 | $1.90 | $2.25 | $2.40 | $3.00 | $2.40 | $3.00 |
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| 24x5x3½—2 | 2.60 | 3.00 | 3.30 | 3.90 | 3.30 | 3.90 |
| 28x5x3½—2 | 3.00 | 4.00 | 3.90 | 5.00 | 3.90 | 5.00 |
| 21x8x5—2 | 3.00 | 4.00 | 3.85 | 5.10 | 3.85 | 5.10 |
| 30x5x3½—2 | 3.55 | 4.30 | 4.50 | 5.30 | 4.50 | 5.30 |
| 24x8x5—2 | 3.90 | 5.30 | 4.90 | 6.30 | 4.90 | 6.30 |
| 28x8x5—2 | 4.50 | 6.00 | 5.50 | 7.50 | 5.50 | 7.50 |
| 30x8x5—2 | 5.00 | 6.65 | 6.50 | 8.50 | 6.50 | 8.50 |
| 36x8x5—2½ | 7.00 | 9.00 | 9.00 | 11.00 | 9.00 | 11.00 |
| 30x12x6—2½ | 8.00 | 10.25 | 10.25 | 12.50 | 10.25 | 12.50 |
| 36x14x6—2½ | 10.00 | 12.00 | 12.50 | 15.00 | 12.50 | 15.00 |
| 36x12x6—2½ | 9.25 | 11.25 | 11.45 | 14.00 | 11.45 | 14.00 |

## WREATH BOXES

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| 16x16x5—2½ | $5.50 | $6.60 |
| 16x16x7—2½ | 6.50 | 8.50 |
| 18x18x6—2½ | 6.85 | 9.55 |
| 18x18x8—2½ | 7.80 | 11.20 |
| 20x20x6—2½ | 8.30 | 11.40 |
| 20x20x8—2½ | 9.80 | 12.10 |
| 22x22x8—2½ | 11.20 | 15.70 |

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|---|---|
| 8x5x4—2 | $3.10 |
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| 10x7x6—2 | 4.90 |
| 12x8x7—2 | 6.10 |

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| 19x9x8—2½ | $6.10 |

On quantities of less than 100 of a size, 10% additional. On orders of 2500 boxes or over—special discount of 5%. Printing, in black, $2.00 per 1000 or less. Printing, colors, $3.00 per 1000 or less. Green or Gold Bronze, $5.00 per 1000 or less.

We solicit your patronage and we know you will be satisfied.

**BOSTON BOX CO., Inc.**

Manufacturers of FOLDING PAPER BOXES

33 HAWKINS ST. :: :: BOSTON 14, MASS.


"Conard & Jones's is as colorful a catalogue as one may find; but the color of the great roses therein set forth seems to me to be particularly adequate, and their list is not only an all-embracing one but reliable. The wonderful new colors and types of cannas evolved by Antoine Wintzer, connected with this firm, are known the world over; alas, that the Department of Agriculture in Washington should yearly set forth, to this day, the abominable example of the round beds filled with cannas and edged with geraniums, as shown in this book.

"To sum up: the great lack in the American seed list is the lack of correct color-description. Superlatives in descriptive writing of flowers we pass good-humoredly by, for the very fact that there is not one of us, in the guild of gardening women, at least, who does not make use of these ourselves! Impossible to write or speak of beauty in measured terms. We must remember that enthusiasts write these catalogues. Yet no; on sober second thought, why should not our lists take on more restrained language and less flamboyancy of cover and illustration? So surely as our own plant and seed lists improve, so surely shall our gardens, the gardens of America, reflect this rise toward taste and knowledge in horticulture.

"Mr. E. H. Wilson declares that the lover of plants must and will have a larger voice in the variety that shall be grown in gardens. The solution of the present problem will be found in both amateur and dealer becoming more and more progressive. That the nurserymen and seedsmen want the amateur's suggestion and criticism I feel certain. At present all is too commercial. Commercial to an extent it must be; co-operative as between dealers and amateurs it must be, too, and more now than ever before, when the whole land is awake to the great occupation of gardening."

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Frank Hobbs has purchased the Parkside Florist Shop, formerly conducted by Mrs. Sophie Stratton, at Parkside, near Camden, N. J. Mrs. Stratton is soon to join her family in California.

## SWEET PEAS

Sweet peas, the dear old-fashioned flowers our grandmothers loved to pick in their gardens. Their beauty has been treasured through the ages, for even in the old Egyptian days they were loved so that their seeds were found clasped in the hands of a mummy. Was it with the hope of planting them in some heavenly paradise? Whatever the thought of this Egyptian may have been four thousand years ago, I have recently been told by a friend that he felt nearer heaven when wandering by himself in a garden than in any church.

Yet the furbelows of fashion change even with sweet peas, for we are now getting them with new frills and fancies.

Of the best cultivation of sweet peas, Mr. Allen J. Jenkins, who won the Hillcrest Gardens Iris Cup for Iristhorpe, Shrewsbury, is well able to tell us and will speak on the cultivation of the sweet pea at a free lecture in Horticultural Hall, Boston, on July ninth and tenth at three in the afternoon.

Besides the prizes offered at this exhibition by Mrs. W. Scott Fitz for sweet peas, Miss Amelia Peabody gives prizes for rambler roses and Miss Adelia Williams, Mr. John D. Williams and Miss Alice W. Pearse, for fruits in season. Prizes are also offered for hollyhocks, iris, Kaempferi, perennial larkspurs, wild flowers and vegetables in season.

The interest felt in these shows is testified to by the crowds which attend them, twenty-seven hundred at the exhibition of rhododendrons, azaleas and iris, and about four thousand at the peony show, where all through the exhibition there was an atmosphere of pleasure and of enjoyment in the beautiful flowers displayed. Can this spirit of enjoyment go a little further so that those who visit the Horticultural Exhibitions and take pleasure in them will feel like becoming members of the Massachusetts Horticultural Society, that they may encourage the best cultivation of fruit and flowers, become members of the second oldest horticultural society in the world, and by joining it help to support it and make it possible to extend the pleasure and information it gives. The annual assessment is only two dollars and the life membership is thirty. Anyone wishing to join the Society can write to its secretary, Mr. William P. Rich, Horticultural Hall, 300 Massachusetts avenue, Boston.

M. R. CASE.

Hillcrest Gardens, Weston.
June 23, 1921.

# ADVERTISING AND SELLING

What would florists do without the telephone? Certainly it would be a tremendous disadvantage if they were deprived of this convenience. Isn't it possible, though, that the telephone might be made a bigger asset than it is even now? It has been suggested that florists might distribute attractively printed cards which can be hung over the telephone mouthpiece and contain some such words as the following:

> Ask the operator to reverse the charge when you telephone an order to our store. We will gladly pay for the call.
>
> Blank, the Florist

Probably any reputable florist can get the telephone company's agreement to such an arrangement, and in many places the inducement although of no great importance from a financial viewp int, will be sufficient to draw trade when it is simply a question with the customer as to what store she shall call up. In Boston, for example, no call can be made to the city proper from a suburban town outside the eight-mile limit without paying for the call. Now a large proportion of the people who buy their fl wers in Boston live outside this radius and such a card as the one indicated would be an excellent advertising medium among them. There are other ways in which this plan can be utilized, and there seems to be much in the suggestion worth considering.

It comes almost with a shock to find Casey, the Florist, of Melrose, Mass., following the lead of the shoe stores, clothing stores and other retail establishments, in announcing new prices effective at once on florist stock. Yet this is in line with the general trend of things, and there is no good reason why a florist shouldn't offer a reduction. As a matter of fact, the Casey advertisement is remarkably well put up, and must have attracted no little attention. It carries a handsome border, and "Say It with Flowers" is featured prominently at the top.

Then in black type appears the heading:

**PRICES OF BEDDING PLANTS ARE REDUCED 33 1/3 to 50%**

The advertisement goes on to read as follows:

New Prices effective Monday, June 13th. Geraniums were $3 to $4, red. to $2 per doz. Cannas were $2 to $3, reduced to $1.50 doz. Other plants as equally generous reductions. These are first quality, thrifty plants, far superior to stock usually sold at low prices.

We shall make a similar reduction on all our cut Flowers.

Best Carnations were $1.50, red. to $1.00 dz. Choice Roses were $3 to $4, red. to $1.50 and $2.00 per doz.

It is a very business-like looking advertisement and yet decorative enough to be distinctive, as a florist's advertisement should be.

Another very good looking advertisement comes from Chadwick, the Florist of Houlton, Me. It is a very simple advertisement, but displays a degree of taste in its composition which does much credit to both Mr. Chadwick and the printer. We feel that florists who are dissatisfied with the work of their local ad setters would do well to write Mr. Chadwick, asking for a sample of his copy as it appears in the Houlton Times. There are compositors on metropolitan papers who might well take lessons from this little Maine paper at least so far as the setting up of florist advertisements is concerned.

## TEXAS STATE FLORISTS' ASSOCIATION

An unusually good program has been prepared for the seventh annual convention of the Texas State Florists' Association to be held at San Antonio, July 12-14. Besides the annual address of the President, Otto Lang, of Dallas, Texas, and the report of the Secretary-Treasurer, Louis J. Tackett, of Fort Worth, papers will be read by Mrs. Samson Shaw, of Canyon, who will discuss the plan of an international holiday at which flowers might be featured; J. W. Furrow, of Guthrie, Okla., who will tell of his experience with a fungus disease affecting carnations; T. J. Noll, of Kansas City, Mo., who will discuss next season's outlook; James W. Begbie, of Shreevesport, La., who will try to answer the question, "Shall we Make November 11 a Flower Day?"; W. H. Englehart, of Memphis, Tenn., who will report on the progress of the florist business east of the Mississippi; R. C. Kerr, of Houston, whose paper on salesmanship in the flower shop will doubtless be heard with special interest; F. J. Ammann, of Edwardsville, Ill., who will talk about the Flower Growers' Association; W. J. Baker, of Fort Worth, who will urge that every Texas florist will become a member of the S. A. F.; Hon. Ray Lambert, who will discuss park and landscape work; V. J. Davis, of Fort Worth, who will deal with the future of the floral business of Texas; A. F. Koehle, of Mangum, Okla., whose subject will be "What Oklahoma Can do to Help Supply the Texas Florists,"; Miss Martha C. Wood, of Hillsboro, Texas, who will tell how a woman can successfully conduct a flower store; Mrs. E. O. Weisinger, of Beaumont, who will lead a round table discussion on the doubling of prices for Christmas, Easter and Mothers' Day.

During the convention the visitors will be taken for auto rides to many interesting points around San Antonio, and a Mexican dinner will be served in the so-called Mexican village.

BUY
SEED PACKETS AND
RETURN ENVELOPES
of
BROWN BAG FILLING
MACHINE CO.
Fitchburg, Mass.

MICHELL'S
FLOWER SEEDS

Pansy Seed

**Michell's Giant Exhibition, Mixed.** A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. ¼ tr. pkt. 30c; tr. pkt. 50c; ⅛ oz. $1.25, $2.00 per ¼ oz.; oz. $7.00, $26.00 per ¼ lb.

**Giant Trimardeau, Mixed.** Large flowering and choice colors. Tr. pkt. 30c; oz. $2.25; ¼ lb. $8.00.

**Giant Sorts in Separate Colors**

| | Tr pkt | Oz | ¼ lb |
|---|---|---|---|
| Azure Blue | $0 40 | $3 00 | $11 00 |
| Black Blue | .40 | 3.00 | 11.00 |
| Emperor William | 40 | 3 00 | 11 00 |
| Hortensia Red | 40 | 4 00 | 14.50 |
| King of the Blacks | 40 | 3 00 | 11 00 |
| Lord Beaconsfield | 40 | 3 00 | 11.00 |
| Peacock | 40 | 4 00 | 14 50 |
| Snow Queen | 40 | 3 00 | 11 00 |
| Striped and Mottled | 40 | 3 00 | 11 00 |
| White with Eye | 40 | 3 00 | 11 00 |
| Pure Yellow | 40 | 3 00 | 11.00 |
| Yellow with Eye | 40 | 3 00 | 11.00 |

Daisy, Double English

| | Tr pkt | ¼ oz | oz |
|---|---|---|---|
| Monstrosa Pink | $0 50 | $1 50 | |
| Monstrosa White | 50 | 1 50 | |
| Monstrosa Mixed | 50 | 1 25 | |
| Longfellow Pink | 40 | | $2 50 |
| Snowball White | 40 | | 2 50 |
| Mixed | 30 | | 1 50 |

Myosotis

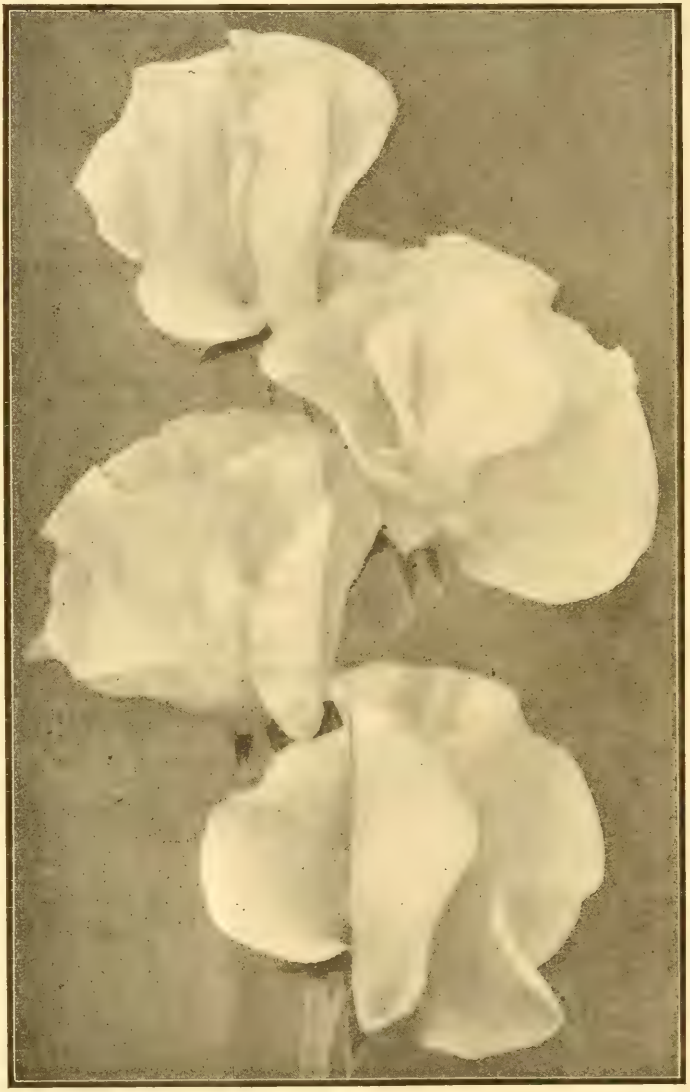
| | | |
|---|---|---|
| Alpestris Victoria | 35 | 1 50 |
| Luiza Fauvobert | 25 | 1 00 |

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List, if you did not receive a copy.

MICHELL'S SEED HOUSE
518 Market Street Philadelphia, Pa.

## Burpee's New Sweet Pea

# Mrs. Warren G. Harding



## "The Harding Blue"

THIS distinct early or winter flowering novelty is a great and decided advance, it is really a pronounced acquisition to its color class.

MRS. WARREN G. HARDING is a deep shade of silver blue—the color that is already so well known as "The Harding Blue." The color is pure throughout with no suspicion of mauve or rose. The flowers are immense in size with a broad and much frilled standard. The wings also are well waved, and a large proportion of the flowers are duplex or double, which lends weight, size and beauty to the bunch. It is a vigorous grower. The flowers are produced freely and usually in fours.

We originally exhibited this novelty under the name of Silver Blue. By special permission from "the first lady of the land," however, we have now named this most outstanding novelty MRS. WARREN G. HARDING.

MRS. WARREN G. HARDING is one of the most admired early flowering Sweet Peas we have ever originated. It was awarded Certificate of Merit at the International Flower Show in New York, March 14, 1921. We now offer MRS. WARREN G. HARDING for the first time. We present it to the trade with the confident feeling that it will have great commercial value to florists in all parts of the nation.

Our stock of MRS. WARREN G. HARDING is very limited so we would suggest that you order as early as possible. **Ounce $12.00; ¼ lb. $45.00; postpaid.**

In addition to MRS. WARREN G. HARDING we have other outstanding Burpee Novelties in the early or winter flowering type. Write for our **Special Sweet Pea Folder for Florists** which gives full descriptions and prices of all these wonderful novelties, and a complete descriptive list of other worth-while early flowering Sweet Peas. It will be sent free.

# W. Atlee Burpee Co.

**Seed Growers** **Philadelphia**

### MAKING GARDEN PATHS

A good path may be made with sawdust and cement. Take a quantity of clean sawdust, divide it into two parts. Boil some tar, and with this make one heap of sawdust into a paste. Let it stand about one hour, and then add it to the second heap of sawdust, thoroughly mixing the two together. At the same time add clean coarse sand in the proportion of two bucketfuls of sand to one sack of sawdust.

Sprinkle the base of the path well with tar and lay the cement two or three and a half inches thick. Sprinkle the surface with dry sand, and roll well, taking care to keep the roller wet to prevent the cement sticking to it. This may be done by hanging a wet bag over the roller.

#### A Tar Path

For small gardens where durability and neatness, rather than artistic appearance, are required, tar paths are to be recommended. The materials required are those for a gravel path with the addition of coal tar as a binding material for the upper layers.

For a really good, firm tar-path, all the broken stone forming the top layer should be mixed with coal tar and cast into the trench much the same way as concrete is prepared. A layer of clean gravel mixed with tar should be spread on the top, then a thin layer of sand, broken shells, or small stone chippings, to form the surface. This must be rolled with a heavy roller to consolidate the whole. If tar exudes while the rolling proceeds, spread on more sand to absorb the surplus.

The sand used in tar paving must be free from dust and mud, and the gravel be angular, if a firm path be desired. If the gravel consists of round pebbles, and the sand contains dust or mud, the path will be soft in hot weather, because such material becomes charged with an excess of tar. The work must be done in fine weather.

#### Grass Paths

A grass path is a charming feature, especially when flanked on each side by a herbaceous border. Grass paths have a more natural appearance than gravel, and help to intensify the beauty and dignity of the surrounding vegetation. Wherever possible a grass path should be given preference, unless, of course, it will be used much, in which case, gravel would answer best.

A grass path, to be effective, should be not less than three feet in width, six feet or eight feet is a still greater improvement. Grass paths are suitable for separating plots devoted to fruit, roses or vegetables, and very pleasing, indeed, is their effect. When wheeling has to be done, planks should be laid down to wheel upon. Besides the charming effect, grass paths have the merit of cheapness, and, besides there is no necessity for edgings.

#### Turf Edgings

There is nothing to equal turf as an edging to a path. If the edges are kept properly cut the turf will have a neat and pleasing appearance. Even if a flower border or bed adjoin a path, it is a wise plan to have a strip of turf one foot wide as an edging.

#### Management

Having properly constructed the paths, their future management has to be considered. For gravel or ballast paths, frequent rolling is necessary to ensure a firm, even surface. The best time to roll is right after a shower or during showery weather when the surface is moist. The material will set better then.

Paths should be rolled once a month, but if possible once a week is better. If it is necessary to roll in dry weather, give the gravel a good watering beforehand. Loose gravel or shale should always be raked over before rolling to ensure an even surface. Weeds must be kept down with weed killer, hand weeding or careful use of the hoe.

#### Renovating Paths

Gravel walks which have been made for many years, and subjected to much wear and tear, will naturally have become uneven on the surface. Besides, the frequent sweepings to remove cut grass from the edgings, and fallen leaves, etc., will gradually have worn away the surface gravel or grit, and leaves the side somewhat loose and thin and blackened with soil. It therefore becomes necessary every two or three years, if not annually, to add a dressing of fine binding gravel to the surface. When doing this, first loosen the surface with a rake, and make as even as possible. On this, place a thin layer of fine loamy gravel, containing a proportion of at least one-fifth loam to one of gravel. Lightly rake over and then roll well. This will make the surface fresh and smart in appearance, and produce an effect equal to a new path.—*Canadian Florist.*

**FOR SALE** **SIX LARGE KENTIAS**

in 24-30 inch tubs, 12 to 15 leaves 18 feet high, 15 feet spread. Splendid plants, thoroughly acclimatized. Specially good for private conservatory, hotel, etc. May be seen at 799 Boylston Street, Boston, Mass.

**THOMAS F. GALVIN, Inc.**

# SOW NOW

**CANTERBURY BELLS,** Farquhar's Prize Mixed.
Pkt. $0.25, ¼ oz. $0.85, oz. $2.75

**CANTERBURY BELLS,** Single Pink, Blue, White, Mauve. Each of the above colors.
Pkt. $0.10, ¼ oz. $0.60, oz. $2.00

**DELPHINIUM,** Farquhar's Improved Mixed,
Pkt. $0.50, ¼ oz. $1.75

**DIGITALIS.** Farquhar's Superb Mixed.
Pkt. $0.25, ¼ oz. $0.60, oz. $2.00

**HOLLYHOCK.** Double Crimson, Pink, Salmon, Yellow, White, Purple and Special Mixture Each of the above colors,
Pkt. $0.15, ¼ oz. $1.00

**SWEET WILLIAM.** Farquhar's Giant Mixed,
Pkt. $0.25, ¼ oz. $0.75

## R. & J. Farquhar Company

**6 South Market Street, Boston, Mass.**

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

For some reason suspicion has long been cast on the hardiness of the climbing rose, Silver Moon. Yet wherever I go I find this rose growing freely and apparently going through the winter as safely as most of the other newer varieties. No doubt the fact that it contains a little Cherokee blood is the reason for its supposed tenderness. I don't think, though, that the average gardener need hesitate to plant this favorite white variety. Mr. A. J. Fish, of New Bedford, Mass., a famous specialist in climbing roses, has a great number of Silver Moons in his back yard, and they grow almost as rampantly as blackberry bushes.

Mr. Fish and some other rosarians speak slightingly of Purity, another climber, the blooms of which closely resemble Silver Moon. Nevertheless, I cling stoutly to my fondness for this rose, which was first put out, I believe, by Hoopes Bros. & Thomas. It flowers later than Silver Moon, to be sure, but in my own garden it blooms just as profusely and makes a splendid showing. I will admit, though, that the canes are exceedingly thorny. When one comes to prune and train the plant he may wish that he had chosen Silver Moon instead. As a matter of fact, though, one can well be used to supplement the other, thus greatly extending the season.

I think there is no doubt of the fact that climbing roses have become among the most popular of all classes. It has taken a long time for the public to become enthusiastic over the newer varieties, but now we find good exhibits at the shows and see visitors spending much time around the tables where climbers are displayed.

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I was disappointed that so few climbers were on exhibit at the recent rose show in Boston. I had expected Mr. Fish to be present, but perhaps the lateness of the season and the fact that he had just made a big display at Providence interfered. Mr. John B. Wills, an amateur grower of Winchester, was the only exhibitor who had any large display. This rose show, by the way, was rather disappointing in many ways, probably owing to the character of the season.

One display which stood out with especial prominence, however, came from the Frick estate at Pride's Crossing, and was made by E. E. Randall, the superintendent. It included an entire table given over to Mrs. John Laing roses. As a matter of fact, if Mr. Randall had not come in with this exhibit the show would have been very weak indeed.

One of the most interesting features of this show was made, not by roses, but by peonies, illustrating the fact that some very excellent peonies bloom very late in the season. I think that the table of peonies shown by T. C. Thurlow's Sons Co., of West Newbury, aroused as much interest as any table of the show.

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Getting back again to climbing roses, I wonder why more attention is not paid to the possibility of having a long season by choosing the proper varieties. This point seems to be seldom emphasized either in the catalogues or by private growers. Yet there is a very wide difference in the blooming season of different popular varieties. The very first climber that came in my own garden is one origi-



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nated by the late Jackson Dawson. It is extremely early and very free blooming, but lasts only a short time and is not showy enough to make it a favorite. Next came Aunt Harriet, a new rose originally put out, I believe, by the Farm Journal and one which ought to have a wide distribution. The color is a delightful vivid red, and while the first blooms come early, flowers continue to open almost to the end of the season. It is a handsome rose to cut, and pleases everybody who likes a red flower. It hasn't made very rapid growth in my garden as yet, but perhaps may retrieve itself in this direction when well established.

Wichmoss, another climber not often seen, is a favorite with me. It isn't showy, to be sure, but its delicate mossed buds are charming. Without doubt the rose which commands the most admiration in my collection is American Pillar, but for a late rose to grow on a post or a dead tree or in any such situation, I know of none to equal Excelsa, with its many short laterals and wonderful profusion of bloom. Elizabeth Ziegler comes late, but its shell pink, very double, crinkled flowers are among the finest climbing roses that I know, at least of the type growing in clusters. These roses are so distinct from the large flowering class, including American Beauty, Christine Wright and Silver Moon, that they are hardly to be compared with them.

Roses of the latter class with flowers resembling bush roses in size and substance, often have the merit of fragrance, which especially commends them to the amateur. One point distinctly in favor of the climbing American Beauty is its extreme hardiness. I think it is one of the few climbers to be recommended with confidence for growing in the colder sections.

In his New Bedford garden Mr. Fish grows Carmine Pillar splendidly and few single climbers are more dazzlingly beautiful. At the show in his home city Mr. Fish showed a specimen of the new climbing rose, Capt Geo. Thomas, a red, semi-double flower, which seems to possess no little merit.

I am interested to note that Mrs. Edward Harding, of Burnley Farms, Plainfield, N. J., has presented a sum of money to the Royal Horticultural Society, of England, to provide a cup for the years 1924-25-26, to be awarded for the best display of peonies shown by an amateur grower of these flowers. Mrs. Harding, as is well known, is a very prominent authority on peonies, and I understand that she hopes by this means to strengthen the popularity of the peony across the water to a greater extent than at present. They have never come into very high favor in England, but there seems to be no reason why they should not have a place there.

The last issue of the Peony News Bulletin is a symposium number, and for that reason highly interesting to all growers. It contains a report of the ballot recently made on the different varieties, and shows that a great many sorts now listed might well be dispensed with. It is the directors' recommendation that 111 varieties be discontinued and the names are given. Prof. Saunders says if we can accomplish the elimination of these varieties from commerce, we shall have made a first step towards that much desired end, the banishing of old, inferior stuff from our gardens.

The complaint has been made that the society has not taken active steps to do away with worthless peonies. This criticism can no longer be justified, for the directors have already started work in this direction. As Prof. Saunders says, it will be possible to greatly reduce the present list of varieties if the peony growing public will second the efforts of the society.

There is another side of the question, though, which is that new varieties are being put out almost as fast as old ones can be retired. More than thirty new varieties were offered by American growers alone in the year 1920, and probably many of them are by no means real improvements over those now known. It would certainly seem as though some definite action would have to be devised to reduce the number of seedlings being offered each year. Many of the larger growers realize this fact and are very cautious in putting out new sorts. Less experienced growers, unfortunately, are like those people who are said to rush in


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| 1000 | **Dunlop**, own root | 15.00 | 125.00 |
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# HAIL STORMS

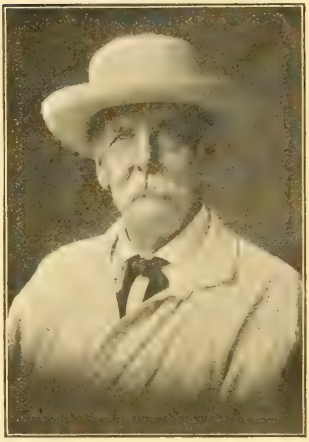
In Massachusetts and Rhode Island last fall were violent enough to prove that New England is not immune against hail. Ask the **Florists' Hail Association of America** for protection. Address

**JOHN G. ESLER, Sec.**
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where angels fear to tread. It would seem possible to have one or more test gardens where all seedlings could be given a careful trial before they are allowed registration.

In the report of the last peony show in Boston, the writer failed to give credit to Mrs. Milton F. Roberts, of 253 High Street, West Medford, Mass., for two first prizes awarded her by the American Peony Society. There is a particular reason why Mrs. Roberts should not have been overlooked. One first given her was for Kelway's Queen, and if I am not mistaken this was the first specimen of the true Kelway's Queen ever shown in Horticultural Hall. Mrs. Roberts' display was visited by many of the most prominent peony growers in the country, who expressed themselves as very enthusiastic over this flower. There is another peony masquerading under the same name, but without question Mrs. Roberts has the true variety, and Pres. Fewkes himself set the seal of his approval upon it. The other first given Mrs. Roberts was for La France. In addition to these peonies she had a display of Solange that attracted much attention.

One face which was greatly missed at the recent peony show in Boston was that of Mr. E. J. Shaylor of Auburndale. Mr. Shaylor is one of the old time peony growers who has given the world many new varieties and is



MR. E. J. SHAYLOR

known far and wide for his success as a hybridizer. Unfortunately, he has not been able to take a prominent part in peony matters of late, and his gardens do not contain so many plants as before he sold his stock to the Cherry Hill Nurseries, of West Newbury. Yet he has many fine peonies, and enthusiasts love to visit him in his delightful home among the trees each season. Moreover, the name of Shaylor is attached to several of the best peonies in cultivation, and T. C. Thurlow's Sons, Inc., think so much of Mary Woodbury Shaylor that it has a prominent place in the firm's catalogue.


ANNOUNCEMENT

Change of Business

To all my old customers and friends I beg to announce that commencing July 1st my business heretofore known as L. J. REUTER CO. will be consolidated with the plant brokerage business of C. U. LIGGIT, Philadelphia.

My office and 'phone connection at Watertown, Mass., will remain open as in the past. I will give my personal attention to all New England business in particular, as well as any other orders sent me direct from any other section. All orders will be filled in all cases with stock from as nearby a shipping point as is possible. I shall devote my entire time to the service of New England in particular, both as to filling orders, as well as the selling of any good stock which any grower may have in surplus.

All bills contracted by L. J. Reuter Co. prior to July 1st will be paid by me and I will collect all accounts owing me. I will, therefore, appreciate the assistance of all my customers in settling up these accounts.

Write me direct to the address below, and 'phone any time it can be made convenient. I am always at your service. It will be my effort to give better service than I have been able to give at any time in the past, and I am sure that under the new arrangement better service will result.

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## George Watson's Corner

"You in your small corner and me in mine."

The last account of the annual meeting of the Rose Society was very interesting, and it shows how that wonderful organization is working along Great brains behind it. And great executive ability. Watch them. They have a great trip planned for the Atlantic-Pacific 1922, and are deep in the details of wonderful things from Maine to California. But that does not stop them from having an eagle eye, meantime, on the rest of the world. Watch them in Paris, France, for instance, July, 1921. Are they asleep? No. The United States is represented at the big show, as well as the British Empire, Holland, Belgium, and the rest of them. Some bunch, those rosarians! Their scope is world-wide, and their enthusiasts and workers are everywhere. More power to them. We all glory in them. J. Horace McFarland, kindly note this honest confession of a humble admirer.

A New Yorker is a person so ignorant of gardening matters that when you speak of weeds he thinks you are referring to a make of skid chains.—New York Globe.

To which might be added: A Chicagoan is a person so ignorant of gardening matters that when you speak of weeds he thinks you are referring to the straws you use imbibing the home-made hooch.

A Philadelphian is a person so ignorant of gardening matters that when you speak of weeds he thinks you are referring to Eisenlohr Cincos or Porfreondo Panatellas.

A Bostonian is a person so well posted on gardening matters that when you speak of weeds he says: "Why, sure, go on out to the Arnold Arboretum. They've got 'em there from all over the world. And what's a miserable Ampelopsis today, may be a Jim Jam Gem Boston Ivy tomorrow, and adorn drab brick walls the country over with its clinging, lovely, refreshing green foliage."

'Rah for Boston!

Do you ever go to see Emil Geschick? If you do it is not only his greenhouses, on the top of Chestnut Hill, clean as a whistle, no weeds; but if you are nice to him, he may invite

you into his palatial residence next block, and show you his oil paintings and the other wonders. He is an artist and a connoisseur in paintings, and as for a fisherman—well, ask any of the boys up in the Pocono Mountains. They all know Emil.

John Kuhn wiped the putty off his hands and took us around the area where the hail storm hit the glass. June 27th, and ruined things above and below to the extent of two or three thousand dollars. It was certainly some storm. Hail bigger than a hen's egg, and wind to beat the band. John says nothing like it has struck Philadelphia since the hurricane of thirty years ago, which ruined the Habermell place, where he was then an employee. Dozens of men are busy on the repair work and part of the place was to be rebuilt anyway. The contract is under way by the King Construction Co. Insurance O. K. Worry, work, delay, the worst.

John T. Slayker of the A. Leuthy Co., Boston, paid us a pleasant visit on the 29th ulto. He was on a business tour among the big producers of florists' plants in this vicinity and found many things up to the top-notch quality called for in his New England trade. He was surprised and gratified to find them all so prosperous and giving the trade the latest and best in their line and at reasonable prices, in spite of the still high costs for coal, labor and other essentials. Mr. Slayter was accompanied by his "vade mecum," Antoine Leuthy, who seems quite cheerful and hearty for an old veteran, and who seems to think he is on the retired list. I think I hear him grunt when he reads this, and say, "what does that old son of a gun mean by that 'vade mecum' stuff?" In reply, I will say, ask the old gray horse, if he is still alive. He was a pretty good "vade mecum" on a dark night between Boston and Roslindale for many a year. A good old "Go with Me."

Early closing is now the order of the day in the Philadelphia Wholesale Cut Flower Markets. For the summer months the Pennock company announces that from June 20th they will close daily at 4 P. M. and on Saturdays at 1 P. M., commencing July 2d. The other wholesalers follow suit, to a large extent, and the boys enjoy their spare time in baseball in the Park, and in other healthful ways in the open air. Which is as it should be and highly commendable. No one wants to miss a dollar, if it is in sight, but the custom of shorter working hours, once established, will work out all right in the long run. Of course, the Wanamaker idea of closing every Saturday and Sunday would not work in the flower business, as the crops have to be handled according to the sun and not the factory bell. Dry goods will keep. Flowers have to be handled as they come along. But just the same, the florists are adapting themselves to the modern trend and pulling into line as far as possible.


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**Nurserymen's Problems** The American Association of Nurserymen, at its recent convention in Chicago, elected as president, M. R. Cashman, very widely known, especially in the west, and a man who should prove a strong and intelligent leader. Mr. Cashman is connected with the Clinton Falls Seed Co., Owatonna, Minn. He was born forty-four years ago, in the town where he is now doing business, and has been a leader in many enterprises. The vice-president is Paul C. Lindley, of Pomona, N. C., and the treasurer J. W. Hill, of Des Moines, Ia.

One important change in the list of officers is the retirement of John Watson, of Princeton, N. J., who has given much time and thought to the work of the association, and for the last two years has carried a heavy burden. Mr. Watson is succeeded by Mr. Charles Sizeman, of Louisiana, Mo., a man well suited for carrying on the work which has fallen to him.

As was expected, the convention arrived at several very important decisions, decisions which will do much to clear the atmosphere within the organization, and should promote better fellowship. Perhaps the most important action was the vote to discard the trade mark, "Trustworthy Trees and Plants." While this trade mark was upheld by some prominent members, there were many others who considered that it reflected on old established houses, that had built up a high reputation by long years of honest dealing, and felt that under the shelter of this trade mark unscrupulous or at least careless members might acquire credit that did not belong to them.

It was decided to use from three to five thousand dollars annually for newspaper articles and general propaganda to increase the sale of nursery stock, but this is not to be featured as coming from the association.

Many other problems were thrashed out at the convention, particularly those which have come to do with the work of the Market Development Committee, and as a result there is a more general feeling of satisfaction throughout the membership than for some time past. Ways for cutting expenses were found, and it is believed that the association will be on a better financial basis than ever before.

---

**Sweet Pea Society** We are sure that there will be a general feeling that the American Sweet Pea Society did the right thing at its annual exhibition in New York June 25 and 26, when it re-elected the old board of officers, as well as the standing committee. These officers, who are as follows: President, William A. Sperling of New York, Vice-president, David Burpee of Philadelphia; Secretary, Edward C. Vick of Newark, N. J.; Treasurer, William Sim of Cliftondale, Mass., have proved very efficient, and merit the honor given them.

A feature of the exhibit was the size of the flowers shown. Many of them were of mammoth proportions. The only exhibit in the trade was W. Atlee Burpee and Co., of Philadelphia, which received the Society's gold medal and silver cup for the most attractively staged exhibit. Probably the lack of exhibitors in this class was due largely to the late season and the drought.

It is unfortunate that the show was not more largely attended, and perhaps some way can be devised before another season comes around to arouse greater interest in exhibits of this kind. It's a question, after all, whether New York is the best place for shows of this character. Undoubtedly it is an ideal location for a trade exhibit, or for a show of mammoth proportions, but it seems difficult to secure the attendance of amateurs along any line.

---

A FEW DON'TS

(*Adapted from the Poor Printer*)

Don't think badly of your competitors.

* * * *

Don't imagine that cheapness pays—it doesn't.

* * * *

Don't try to bluff an honest buyer, he prefers candour to camouflage.

* * * *

Don't curse the trade you are in—take a hand in making it better, it's up to you.

* * * *

Don't take things for granted. Wine may be the better for age, but the simile doesn't necessarily apply to your business.

* * * *

Don't be jealous of the other fellow's success. If the comparison is against yourself, don't blame him, it's your fault, not his.

* * * *

Don't cold-shoulder the "Small man," it isn't friendly. Besides neglect or contempt may make him an expensive neighbor.

* * * *

Don't sell at a loss today for a possible profit tomorrow, it isn't playing the game with your competitors.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

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GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. CODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself. We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## ROSE SHOW IN PARIS

A great Rose Show is held in Paris this month under the auspices of the French Administration of Horticulture, Architecture, and the Fine Arts. These rose shows are a national institution, but had to be abandoned during the late unpleasantness. The July show will, therefore, be the first for several years, and will be of unusual interest. We are indebted to Samuel S. Pennock, of Philadelphia, at present on official Friends Service in Europe, for an advance program of the event. Mr. Pennock writes from Essen under date of June 8th and says that he is looking forward with a great deal of interest to his visit to Paris for this event in which he will take an official part, having been appointed one of the judges. In addition to the French officials on the Board of Judges, we notice some names that will be familiar to most rosarians on this side of the Atlantic such as — A. Chatenay of the French National Society of Horticulture; C. Cochet, Henry Graveneaux, both eminent rosarians, and Mm. Levecque, Noublot, Nonin, and Pernet Ducher. Outside countries are also well represented and among the well known names we notice that of Alexander Dickson of Newtonards and Messrs. Paul, Pemberton and Turner of England. Holland is represented by Jonkheer J. L. Mock and M. Leenders. The United States representative, Samuel S. Pennock, will be accompanied by J. Edward Moon, the head of the American Friends Service Committee. The exhibition will take place in the Bagatelle Gardens, Paris. Mr. Pennock promises to send some notes of interest in regard to the show after he has seen it. We will all be much interested to hear what this keen and experienced observer has to say.




To The Trade

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

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## BOSTON.

Plans are being made for a big gathering at Cunningham Park, East Milton, Thursday July 21, when the Gardeners' and Florists' Club, of Boston, will have its annual picnic. In past years these picnics have come to be events looked forward to with great pleasure, and if weather conditions are favorable the picnic this year should be the largest ever held by the club.

New members recently admitted to the Gardeners' and Florists' Club, of Boston, include: Daniel Campbell, 7 Garrison avenue, Somerville; Richard Powers, Milton street, Readville; Daniel Flynn, West Newton; W. F. Corry, Cambridge; Robert Peters, Cambridge; Allan Sutherland, 272 Beacon street, Somerville, and John Hales, 7 Woodridge avenue, Cambridge.

The Florists' Association, of Boston, is to have its annual outing next Tuesday evening, July 12. It will be held at Paragon Park, Nantasket Beach, and a dinner will be served at 7:30 o'clock sharp. Afterwards there will be an entertainment and dancing. Many of the members expect to make the trip by automobile, while others will go by boat.

## AMERICAN SEED TRADE ASSOCIATION

At the thirty-ninth annual convention of the American Seed Trade Association in St. Louis, the following officers were elected:

L. L. Olds, Madison, Wis., president; Alexander Forbes, Newark, N. J., first vice-president; Louis B. Reuter, New Orleans, La., second vice-president, and C. E. Kendel, Cleveland, Ohio, secretary-treasurer.

Much attention was given to the work of the Garden Bureau Publicity Service, which has done much to increase garden making throughout the country and thus build up a demand for seeds.


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HALL'S HONEYSUCKLE, 6-in. pots 3 ft. bushy staked plants, $40 per 100
AMPELOPSIS Veitchii, 10 4-in. pots, 3 yr. old, staked, at $35.00 per 100
AMPELOPSIS Crinkafolia, 5½-in pots, at $35.00 per 100.

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The last meeting of the Lancaster County, Pa., Florists' Association was a notable one, as it included a visit to the famous DuPont estate, now being developed.

After a little preliminary work by Messrs. Weaver and Swayne, we had with us as guide and host Mr. Mullis, who has charge of this establishment, and in a few short years has turned a wilderness into a thing of beauty that in the course of time will excel anything else of the kind in this United States.

The gardens are a continual surprise, containing every known perennial and a host of annuals. Roses of every known variety are interspersed wherever they would be most effective and while it was a bit late in the season for these we saw some beautiful arrangements and could imagine the rest.

The open air theatre is in the gardens and is arranged with evergreen trees for wings, terraces for the stage and a seating capacity for a host on a beautiful stretch of lawn.

A planting of box in a formal garden effect was one of the surprises in our walk.

The greenhouses were not open to the public but Mr. Mullis, realizing that we were not an ordinary public, guided us through what is destined to be the most wonderful private greenhouse in the world. Of course, it is beyond the wildest dreams of the commercial man, but is none the less interesting. These houses have been described so often lately that it is not necessary to do it here, except to say that the most complete oil heating equipment is to be seen here that has been devised up to date, an equipment not beyond a large commercial establishment. The arrangements for growing fruit of all kinds under glass is fast assuming completion and today there are to be seen a number of houses in full bearing, others ready to plant and house after house of tropical and rare plants, with just enough cut flower stock to keep the establishment well supplied.

Of course, the indoor theatre is one of the sight-seeing attractions and certainly everything is arranged for the personal enjoyment of the lucky guests of Mr. DuPont. Consider the combination of music from a $50,000 pipe organ and the perfume of orange blossoms and the surroundings of blooming plants, in a comfortably heated and well ventilated auditorium! What more could human man want?

The club and its guests certainly extend to Mr. Mullis a vote of thanks that comes direct from the heart for his courtesies of the day.

On the way home a run was made through Greystone Park, on the Sharpless estate, and its beauties enjoyed from our machines. Here, again, we were indebted to Elmer Weaver for permission to take this run on a closed day to the public. In fact, we owe him a vote of thanks for arranging the trip.

Some of Mrs. Albert M. Herr's members of the Horticultural Department of the Iris Club participated in the trip and imbibed some ideas that will no doubt be worked out in a smaller way at home.

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## TROUBLES OF NEW ORLEANS FLORISTS.

According to news dispatches florists in New Orleans have been having an unusual difficulty in the past few weeks. It seems that government officials are making war upon the camphor scale, and that the most

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stringent orders were issued in regard to the inspection of flowers as well as other vegetation. The police were instructed, it is reported, to stop funerals and weddings to ascertain if a permit had been issued to transport flowers. If the orders to the police are carried to their ultimate conclusion, even the wearer of a buttonhole bouquet seems likely to be held up unless he has a certificate that his nosegay is free from insect pests. It is stated that florists have filed vigorous remonstrances against such restrictions on their business.

## CHANGES AMONG GARDENERS.

Ernest E. Stubbs has become gardener on the R. W. Smith estate at Glen Cove, L. I.

John Marz has become greenhouse foreman on the estate of Pierre S. du Pont at Wilmington, Del. He formerly occupied a similar position on the W. R. Cove estate at Oyster Bay.

Niels P. Hansen has become gardener to Robert Swaine at Riverside, Conn.

Arvid Anderson has become a member of the firm of Rose-View Greenhouses at Beardstown, Ill. He formerly was superintendent of the Deers estate at Moline, Ill.

The Allen Street Greenhouses of Springfield, Mass., have been incorporated, with a capital of $10,000. The directors are Lewis T. Robinson, President; George Johannes and Edna N. Robinson.

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## FLOWERING SHRUBS IN THE ARNOLD ARBORETUM

### Sambucus canadensis

As the flowers of the Laurel (Kalmia latifolia) begin to fade those of the Elder of the eastern states (Sambucus canadensis) begin to open. This, Cornus amomum, and Rosa virginiana (or lucida) are the last of the native shrubs to make a conspicuous display of flowers in the Arboretum. Plants of the Elder, which have sprung up naturally along Bussey Brook, are now in bloom, and flowering plants are conspicuous by the small ponds near the junction of the Meadow and Forest Hills Roads. Few native shrubs make a greater show than this Elder with its broad heads of white flowers and lustrous black fruits. In low half swampy ground close to the shore of Massachusetts the Elder and the wild Rose (R. virginiana) often grow and flower together, and it is hard to believe that a more beautiful arrangement of summer flowers can be made in New England. In the Shrub Collection there is a form with dull yellow fruit (var. chlorocarpa), one with the leaflets deeply divided into narrow segments (var. acutifolia), and one with the flower-clusters four or five times larger than those of the wild plant and such large heavy clusters of fruit that the branches barely support them (var. maxima).

### Spiraea Veitchii

This Chinese species, introduced by Wilson from western China, is the last of the white-flowered Spiraeas in the Arboretum collection to bloom and one of the handsomest plants of the genus. It is a shrub seven or eight feet high with numerous erect stems, remarkably slender for the stems of such a large plant, and gracefully arching branches which are covered from end to end with broad flower-clusters raised on erect stems. For this climate this Spiraea ranks with the very best plants introduced from China in recent years.

### Cornus amomum

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near the banks of streams and ponds where a large mass of foliage to spread out over the surface of water is desired. Examples of this use of this shrub can now be seen at two of the small ponds near the end of the Meadow Road where this Cornel is now covered with flowers. These will be followed in autumn by bright blue fruit; in the winter the purple stems are attractive. The Silky Cornel is a good plant, too, to place in front of groups of trees and shrubs, but it must have room for the free growth of its wide-spreading branches, for when crowded by other plants the branches become erect, and all the character and beauty of the plant is lost. A space of not less than twenty feet in diameter is necessary for the development of a handsome plant of the Silky Cornel.

### Cornus arnoldiana

This plant, evidently a natural hybrid between two American species, Cornus obliqua and C. racemosa, which appeared several years ago in the Arboretum, is a large shrub with erect stems and characters intermediate between those of its parents; flowering a little later than C. racemosa, it has been covered with flowers this year. The fruit, which is usually less abundant than the flowers, is white or bluish white. Interesting to students or plants, as are all natural hybrids, Cornus arnoldiana is not superior as a garden plant to C. racemosa except perhaps in its greater size.

### Rosa mundi

This is more properly Rosa gallica var. versicolor, and is the semi-double Rose with petals irregularly striped with white and dark rose color which is occasionally found in old New England gardens where it is generally called the York and Lancaster Rose, as it is also usually called in England. It is a handsome and interesting plant which should find a place in collections of old-fashioned Roses, but it is not the real York and Lancaster Rose which is a variety of Rosa damascena (var. versicolor). The petals of this Rose are in the same flower entirely white, entirely red and sometimes half red or rose color and half white. Flow-

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ers with petals of the two colors are well shown in the pictures of this Rose published early in the last century. The York and Lancaster Rose appears to have become extremely rare in gardens, even in English gardens, but it has flowered abundantly this year in the Arboretum. The confusion in regard to these two Roses is likely to be increased by the fact that although one of them is a variety of R. damascena and the other of R. gallica they both have the same varietal name versicolor.

The Apothecary Rose is one of the names which was formerly given to a form of Rosa gallica, variously known as var. officinalis and var. provincialis. It is a dwarf plant growing from twelve to eighteen inches tall and spreading freely by underground shoots, and as it is able to maintain itself in sod it is gradually spreading from gardens and becoming naturalized. The foliage is dark green and the large, partly double, red flowers are extremely fragrant. This Rose occurs in a few of the old gardens of Massachusetts and New Hampshire, but is little known to rosarians of the present century. How long it has been in this country no one knows, although tradition makes the Huguenots responsible for its introduction. Formerly this Rose and other forms of Rosa gallica were cultivated in Europe on a large scale commercially to supply the petals which are slightly tonic and astringent, but were employed in medicine chiefly on account of their color and as a vehicle for the exhibition of more active medicines.—*Arnold Arboretum Bulletin.*

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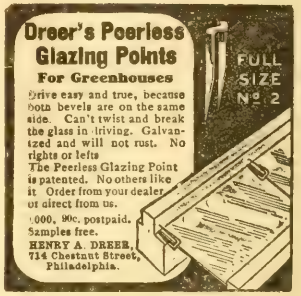
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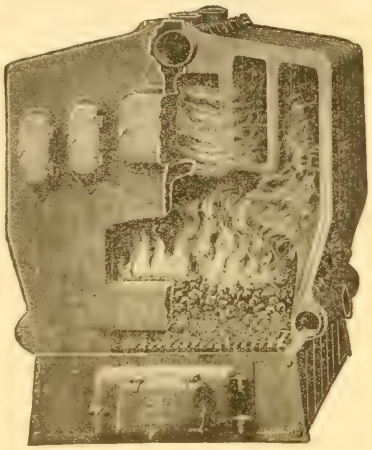


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# Who Is To Blame?

Last fall several owners of ranges had to suddenly change their growing plans, because of delays in finishing the overhauling of their heating.
WHO WAS TO BLAME?

A number of others—one a notably big range—came near losing their entire crop because of last-minute boiler trouble that the owners knew was likely to happen, almost any time, and still had put off doing anything about.
WHO WAS TO BLAME?

You remember early last spring how we commenced urging florists to start in overhauling their heating systems the very day firing stopped!
You remember how a lot didn't do it, thinking that pipe and other things would be lower.
BUT THEY WERE NOT.

So they had to pay the price for pipe, besides the extra cost of a last-minute rush job, —which is always mighty expensive.
Instead of saving money, they actually gave a lot of money away, for which they got no real benefit.

So this season, the same as last, we urge growers to have their heating overhauled at once.
Send for us to come and look it over, make recommendations and submit an estimate.
After which, don't put off giving us the go-ahead order, until the last minute and then expect us to do the impossible.

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# HORTICULTURE

Volume XXXIV JULY 25, 1921 Number 2

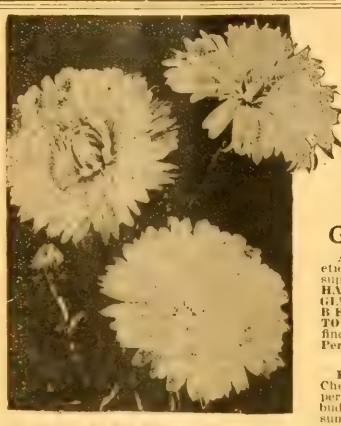


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NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., 6-in., 75c each; 8-in., $2.00 each.

NEPHROLEPIS ELEGANTISSIMA. Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $4.00 each.

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## HYDRANGEAS

We have a magnificent lot of large plants grown in tubs for July and August flowering.

Fine plants, 14-in. common butter tubs, now nicely in bud for July and August flowering, $5.00 to $7.50 each, according to the size of plants.

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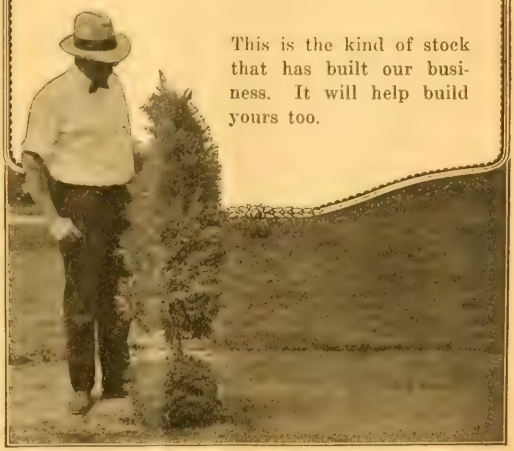
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Packing added extra at cost.

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This is the kind of stock that has built our business. It will help build yours too.

# PEONIES of the CHERRY HILL STRAIN

WILL GIVE YOUR GARDEN that ATMOSPHERE of LOVLINESS and DISTINCTION that we all so much desire.

Their VIGOR and FREE BLOOMING QUALITIES are of the HIGHEST TYPE.

They EMBRACE the RAREST and BEST of the LATEST AMERICAN and EUROPEAN INTRODUCTIONS.

YEARS OF PAINSTAKING EFFORTS HAVE PLACED THEM in the FOREFRONT.

Ask ANYONE who VISITED our GARDENS THIS SUMMER or SAW our DISPLAY JUNE 18-19 at MASS. HORTICULTURAL HALL.

CHERRY HILL NURSERIES

[T. C. Thurlow's Sons, Inc.] WEST NEWBURY, MASS.

CATALOG NOT OPEN SUNDAYS


### CARTERS' NEW LOCATION

Carters' Tested Seeds, Inc., are now very pleasantly located at their new quarters, Nos. 19 and 20 South Market street, Boston. This is the store formerly occupied by the Charles M. Hovey Co., for many years in the seed business. The Carters have bought out the Hovey concern, and taken over the entire stocks as well as the store and fixtures. In their new location, which is in the heart of the market district, a largely increased business is looked for.

### EDWARD C. VICK'S NEW POSITION

Edward C. Vick, for many years agricultural editor of the New York Sun, and later of the New York Globe, is now associated with the Hanff-Metzger Company, advertising agents, 95 Madison avenue, New York.

Mr. Vick will devote his efforts to handling agricultural and horticultural advertising of all kinds and his long experience has fitted him to give valuable advice and assistance to advertisers in these respective trades.

The Fernery Florist Shap has opened a new store at 55 Palisades avenue, Englewood, N. J.

## Men I Like To Meet

Henry F. Michell is a genius when it comes to detail. Every one of the three hundred and sixty-five days he has something seasonable to interest his customers. For instance July 5th we met him in his palatial store in the front among the customers at the counters and he was willing to explain to us all the new and unusual contraptions for sprinkling lawns—they looked like brass spittoons, some of them, others like surgical instruments for harakiri, and others like miniature machine guns mounted on trestles; but all common sense enough, when explained, and astonishingly low in price.



Henry F. Michell

Harry tries to keep all of his one hundred and thirty eight faithful employees on the pay roll, even during the dull months, and his keen brain is kept busy thinking up things to keep them all on the job, instead of saying "good-bye." It is a great gift to have a mind so constituted; with friendly, helpful, human feeling for others back of it. That summer store of Michell's, which you'd naturally think would be a morgue to keep away from, is really a dream of wonder and invitation, and you can see more delightful things there than in any old curiosity shop. And all free. No fifty cents admission. GEO. WATSON.

John Gallivan, an old time florist, died recently at Meriden, Conn., at the age of 69. He opened a greenhouse in Meriden in 1891, and continued in the business until his death.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIV JULY 25, 1921 No. 2

## THE TALK OF THE TRADE

The proprietor of Bixby's Conservatories, in Manchester, N. H., believes in getting the public to visit his greenhouses, especially at Easter, when the house is full of lilies. Last Easter Mr. Bixby sent out a thousand invitations which were printed on blotters and mailed under one cent postage. The list of names was obtained largely from the telephone directory, and for several days before Easter the houses were thronged with people. Some attention had been given to making the houses attractive with palms and other potted plants as well as with lilies, and people came in such great numbers that little or no attempt could be made to solicit business. Mr. Bixby and his employees simply kept pads in their hands and took down whatever orders might be voluntarily given. In this way, however, many sales were made and, what was of greater importance to Mr. Bixby's way of thinking, regular customers were obtained.

A list was kept of all the names to which invitations were sent, and when a new customer comes to the store now, this list is looked over to see if his name is there. By this method of checking up, Mr. Bixby has found that his little advertising plan has brought many new faces to the greenhouses. He plans to send out at least two thousand invitations next year, and Mr. Bixby says that these personal reminders are much more effective than the insertion of an advertisement in the local papers. The personal nature of the invitation seems to be appreciated and responded to.

The card sent out reads as follows:

SAY IT WITH FLOWERS

You and your friends are cordially invited to view our assortment of Easter flowers and plants, Sunday and Easter week.

Bixby's Conservatories
Manchester, N. H.

Member Florists' Telegraph Delivery

For several years Mr. Bixby has been using lily bulbs from Bermuda, and is highly pleased with the stock he obtains. The bulbs are those sent out by Theodore Outerbridge, of Sunnylands, Bermuda, whose recent visit to the United States was mentioned in Horticulture. Mr. Bixby says that the bulbs which he gets are very free flowering and without disease of any kind. The only possible fault is the fact that some of them get rather tall, but these tall flowers can be used without difficulty for funeral work and in other ways.

It pays florists with even a small amount of land to grow gladioli for the early trade. These flowers are selling with increasing readiness each season, and are decidedly profitable, especially when grown in a corner which would have little value for any other purpose. This at least is the opinion of Mr. J. W. Howard, of Somerville, Mass., one of the oldest members of the trade in that city, and a man who has specialized in weddings for fifty years. Mr. Howard has a strip of ground adjoining his greenhouses which is protected from frosts and yet exposed to the sun. Here he grows all varieties of "glads," and gets them very early. This year he put in the bulbs the 12th of April and cut his first flowers the 22d of June. Among the varieties which take well with his customers are Prince of Wales, Pink Beauty, Edith Cavell, Marechal Foch, Pink Pearl, White Giant and Europa.

While dahlias have not yet become popular in the trade as have gladioli, it is quite possible that this situation may be changed as newer and better varieties are put out. As a matter of fact, some of the dahlias best adapted for cutting have not as yet got into the trade at all, owing to their scarcity and the high prices charged for roots. Gradually, however, these varieties are being introduced and gaining in popularity. Moreover, growers are now trying to produce dahlias, either pink or white in color, with extra strong stems and heads that are kept erect, having in mind especially the requirements of the florists.

One dahlia which promises particularly well as a florists' flower is Darlene, a decorative seedling being put out by J. K. Alexander, of East Bridgewater, Mass., with whom it originated. Mr. W. A. Finger, the Long Island grower, who markets a good many cut flowers, says that Darlene is proving among the best which he has ever used



Wayside Flower Stand of Charles S. Beasley at East Milton, Mass.

for that purpose. Last year he cut Darlene freely for the florist trade and found it a very acceptable variety. For that reason I was pleased on a visit to East Bridgewater only a few days ago to see Darlene already in flower. Apparently it is one of the very earliest dahlias to bloom, which is, of course, a decided point in its favor. It has a very solid head, carried on a tall, stout stem. In color it is shell pink with a dainty blending of white at the center. It has heavy, deep green foliage, which makes a fine foil for the pink and white blooms. I am told that the plant keeps on blooming all through the season.

It is important that flowers of this type which prove themselves of unusual value for cutting should be classified and a record kept for the benefit of florists who can use blooms of this sort. It is to be hoped, however, for the sake of the growers, that better prices will be obtained for dahlia blooms, in the event that kinds which sell well are offered. Past prices, in many cities, have hardly made it worth while sending the blooms to market at all.

---

Herbert Alexander, J. K. Alexander's son and right hand man, has originated another very early dahlia which seems quite as well adapted for cutting as does Darlene, which it much resembles in habit and form, although considerably lighter in color. This new variety has been named Edna Story, and a stock is rapidly being accumulated.

---

There are thousands of amateur garden makers who know John Kirkegaard through his "Trees, Shrubs, Vines and Herbaceous Perennials." It's a very excellent book, in spite of some obvious mistakes, and it is unfortunate that, owing to failure of the publishers, the book has never proved very profitable to Mr. Kirkegaard. Nevertheless, the book makes an excellent introduction when visitors go to the New England Nurseries, at Bedford, where Mr. Kirkegaard is in charge.

There are few nurseries which I have visited where so much attention is being paid to fancy evergreens, and where a larger stock has been accumulated. Mr. Kirkegaard believes that there is going to be a big demand for this stock when planting conditions become normal again, and he is getting ready for it. He has a lot of Pinus mughus that certainly delights the eye. He is very strong also on Tsuga canadensis. Among the Junipers there are some 2,000 specimens of Juniperus litteralis and also a good lot of J. tamarisifolia.

Some day Taxus cuspidata, the Japanese yew, is going to become an exceedingly popular plant, I believe, not only for lawn planting but also for use in making hedges, and I am glad to see that Mr. Kirkegaard is among the nurserymen planning ahead for this time.

Although of different character, Cotoneasters horizontalis and Wilsoni are among the interesting plants to be found at this nursery, plants which in time to come are certain to achieve much popularity and be planted extensively.

---

The best flowers on the market at present, outside of the roses, are the gladioli. The remarkable improvements that have been accomplished in the past ten or fifteen years in size, form, color and other characteristics of the gladiolus family are almost beyond belief and they are now coming to the front as a cut flower more and more as the years roll by. A few years ago it used to be a flush of a few weeks and then good-bye. Now the counters are crowded with them for months and months and splendid they are, in all the colors of the rainbow and almost unbelievable as to size of flower, delicate shadings and beautiful formations. We used to look on the sweet pea as a small sideline issue in the cut flower market twenty-five years ago. Look what it is now. A big feature for almost the year round. The pessimists can say what they please but we seem to be really progressing in the floral world and passing out better and better as the years roll by, all along the line.

---

Market gardeners are to have no monopoly on roadside selling. Florists are finding that they can dispose of stock in this way at a very satisfactory profit. Mr. Charles S. Beasley, of East Milton, Mass., the famous pansy grower, has been experimenting with the plan for some weeks, and finds it very satisfactory. It so happens that Mr. Beasley's greenhouse plant is at the side of a much traveled highway leading to Nantasket Beach and Cape Cod. He has a considerable amount of land which he devotes to gladioli. This land borders the street and when the plants are in full bloom makes a very attractive show.

At the entrance to the grounds, a substantial booth has been erected, and here gladioli and whatever other flowers Mr. Beasley may have on hand are displayed. They cannot help catching the eyes of automobile parties which pass in a continuous stream, and as a result many sales are made. A young lady serves the customers who stop at the booth, and on some days the men are kept busy cutting spikes to keep the containers filled. The gladioli are sold by the dozen, but other flowers are made up into bouquets.

Mr. Beasley is well satisfied with what he has been able to accomplish in this way, and finds it much more profitable to retail the flowers than to send them into the market.

---

## STERILIZING SOIL WITH STEAM

Considerable interest has been shown in the use of steam for sterilizing soil, not only in greenhouses, but in the open ground as well. The plan has even been considered by a forester in Pennsylvania who has a five-acre seedling nursery, but the expense seems too great to make the plan practical in a large way. The D. Hill Nursery Co., of Dundee, Ill., has had considerable experience with the sterilizing of soil, and writes as follows in regard to the methods used:

"The sterilizing of soil with steam, to kill weed seeds, we have not found to be practical on a large scale. The cost makes it prohibitive. For a small area it can be worked out very satisfactorily.

"An ordinary steam tractor, such as used in grain thrashing outfits, is very satisfactory. A 2-inch pipe, connected with the steam chest, and run from the top of the engine over and down to the ground, connected up with a corresponding 2-inch pipe, 15x15', will answer very well. The pipe on the ground should be laid in a trench about six inches deep and covered over with soil. A hole should be drilled in the pipe, every foot, about 1/16 inch in diameter.

"After burying the pipe in soil, a heavy canvas should be placed over the entire area and weighted down thoroughly over the sides with dirt; then the steam turned on and left to saturate this area for from two to two and a half hours. This will kill all of the weed seeds in the area that has been submitted to the live steam, but on account of the length of time required, it makes the work very slow.

"The most economical and simplest way to control weeds is to leave the ground where the planting is to be done open for one year and to keep it thoroughly disked and cultivated."

---

"What does young Bjinks mean by sending me one carnation a day right along?"

'Why, don't you know? He's saying it with flowers, and he stutters."

# "SALESMANSHIP AND SALES POLICY IN THE FLOWER SHOP"

By ROBERT C. KERR

In dealing with this subject it is my intention only to touch upon the common errors and mistakes, both in salesmanship and policy of the majority of our stores throughout the country.

I believe I am safe in making the statement that the ordinary flower shop has a very poor sales policy. There are, of course, a few who are more modern and up to date in their methods. These concerns have built a big business on their progressive methods. The small concern that adopts the antiquated method and never attempts to improve in any way will always be small.

We have heard some of our florists wondering how certain concerns have built such a big business as they have and very often they use the alibi that some friend with money was pulling wires to develop their business, not willing to give credit to the individuals themselves. There are a few cases, of course, where this is true, but it is the exception rather than the rule.

I believe the time is coming when it will be the case of the survival of the fittest. The old days when a man could put a refrigerator in his store, with other fixtures, and open his doors and say, "here I am," are a thing of the past. The concerns in the future that adopt modern-day methods and modern-day equipment are the ones that will survive. The old type of florists must go. Many times I walk into a flower shop and possibly get back to the workroom, before anyone attempts to find out who is in the front. Someone is trying to finish up a design or spray before they wait upon a customer. I think this is a serious mistake. We should meet the customer half way in the store. Lead him to believe that we stand ready to wait upon him instantly, and by all means greet him with a smile and a good morning or afternoon, as the case may be. Get interested in that particular customer's wants, whether they be large or small. One of the largest and most successful merchants made a statement before one of our organizations that he would give anything in the world if he could influence his employees to warm up to the customers, and that phrase has a wide meaning. I think our flower shops need a thorough drilling along this line. Indifference on the part of the salesman or saleslady is one of the greatest liabilities in connection with our business. The customer should be made to feel at home the minute he steps into our shop and be made to feel that we are anxious to serve him.

Another great evil that exists among our craft, in the retail business, is the pricing of our stock. I can remember, in the old days, when we made a spray for $1.00 and designs for $1.50. We thought it always good policy, if we had a policy, at that time, to quote our prices from the lowest prices up. For instance: a customer entered the store, desiring a wreath, and made inquiries as to the price. We would say, "our wreaths are from $1.50 up and sprays from $1.00 up." The results were that we found the majority of our orders ranged among the lowest prices. We have found it best to strike upon the medium price: "Our average size design ranges from $6.00, $8.00 and $12.00, and our average spray from $5.00, $7.50 and $10.00." When a customer walks into our store and makes an inquiry as to the price of a design, we state to him that our average sizes range in price from $7.00, $8.00 and $12.00, and more handsome designs run from $15.00, $20.00, and $25.00 up. However, if they desire something smaller we are prepared to make the design as cheap as $5.00. We recommend the average size, if they desire something along that line, and, of course, we recommend the larger designs if they want something more elaborate. This is only as an illustration.

Now there are a number of salesmen that are good judges of human nature and close students of salesmanship, who can size up their customers from the introductory conversation, and understand how to quote them prices. There are also certain customers that have been on our books for a number of years and we always know the size of their pocketbooks and, of course, have no trouble in arriving at the proper charge.

We sometimes misjudge a customer, even though we may be a good salesman. For illustration, a very wealthy man telephoned us an order for a design in some eastern city. He stated that he wanted a very handsome piece, but hesitated about giving us the amount, so we wired a $50.00 design. We thought it covered his needs, but when he received the bill he was very much embarrassed that we sent such a shoddy design for him. He then stated he felt that anything from $150 to $250 should have been the amount of the design. Of course, this was a very unusual case, and I want to assure you that he was not half as disappointed as we were, because we certainly would have liked very much to have ordered a $250 design for him.

A little further, as to personality and personal contact. The salesman with a pleasing disposition and with a smile in his or her voice is worth untold value to a store. All we need to do is to put ourselves in the customer's place, or recall our relations with other concerns. Who are the salesmen that you prefer to wait on you in the different stores? It is the salesman that is pleasing, obliging and anxious to serve, and I know that salesmen of this calibre are few and far between in the vast majority of our flower shops. As a usual thing, there is an air of indifference about us. As I stat-

Paper read at the Convention of the Texas State Florists' Association.


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| Alexander Dumas | $22.50 |
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Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street

East Bridgewater, Mass.

**High Grade Peonies**

Consisting of such varieties as LeCygne, Soulange, Tourangelle, Rosa Bonheur, L. A. Duff, Jubilee, and many others.

Fifteen fine varieties, all named, for $5, or eight for $2.50.

With each $5 collection I will give one plant of John Richardson free.

*Send for Catalogue*

W. L. GUMM, Peony Specialist

REMINGTON, INDIANA

ed before, the time has come when this must change.

Possibly more orders are taken over the 'phone than through any other medium and there are many more things that enter into salesmanship over the 'phone than if the customer was in the store. There should be promptness in answering the 'phone, a smile in the voice, a disposition to give the customer full information and do it willingly. An attitude that indicates that the salesman is in a hurry and makes short, snappy answers leaves the impression that we are doing the customer a favor by keeping open our front doors. This is one of the gravest mistakes in salesmanship.

Now, to sum up these few points in salesmanship; what we need today is an atmosphere in our stores that we are conducting our business along progressive lines. We should be ready and anxious to serve. We are extremely desirous of pleasing our customers and to make a friend out of every man and woman that does business with us.

This should be borne in mind, a customer who passes through our doors or gives us a call over the 'phone pays us a compliment.

Now, just a few words regarding the sales policy. One phase of this subject is covered by another subject of our program, that is, the matter of price, and this in itself is a big subject and I hope will be thrashed out from every angle at this convention.

We believe that our concern has a sales force that is progressive, but there are many faults to find and there are many things to be improved upon. One of the biggest assets we find is a complete stock at all times in our store.

Another important item, which possibly comes under the head of salesmanship, is that of our show windows. How many up to date dry goods and other merchandising concerns allow their front show windows to get unsightly, and yet how many florists make it their business to see that their windows are attractive. It is true, our stock is perishable and requires considerable attention, but that is all the more reason why we should give our windows special and careful attention. What is more attractive to the public than a well arranged front show window? The same applies to the interior of the store. In our line of business, it is necessary to be constantly changing stock in the front of the store. In the filling of the orders, the stock should be immediately replaced by something else that will add to the attractiveness of the store. The flowers in the ice box should be attractively arranged at all times, irrespective whether the business is rushing or quiet. I have noticed, more particularly during the big rushes, employees rush to the ice box, grab out some flowers, and not take time to rearrange them. The customer takes particular notice of this condition and we should bear this in mind. How many times has a customer walked out of your store without making a purchase and you could not understand the reason why? In many cases, this is the cause. Something either



Robert C. Kerr

in the show case or in the store did not appeal to him.

Now the next important thing,—and I find quite a difference of opinion on the subject—is, should the workroom and the salesroom be entirely open so that the customers can see the workroom? The old method was that our workroom should be in full view of our customers, which leaves the impression that business is good and that we are all busy. I believe this method is rapidly passing. I stepped into one of the most prominent flower concerns in Chicago, doing a big flower business, and there were two or three salesmen in front waiting on the trade. I saw no one making up. I wondered where they did their work, and, upon introducing myself, I told them I was a florist from the big plains of Texas, and wanted to get some pointers. The manager took the trouble of showing me through his establishment. After looking through the store, I was taken to the basement and there twelve or fifteen workmen were hard at work. I then went down the street and another equally large concern had their workroom in full view of the front, but they all appeared to be mighty busy and indications were that they were doing an enormous business.

Now if I had been a customer and not had the privilege of going down in the workroom of the first store, I believe that I would have been more impressed with the second store, but, being in the business, I was anxious to know who was doing more business. In the first store things were neat and trim, and customers waited on without confusion and I believe that they would come nearer satisfying their customers in the first store than the second, because the salesmen were trained along the particular lines of waiting on trade. The workmen in the first establishment, whose duty it was to make up designs, were specializing along that particular line. I believe that if the salesman and workman are drilled for their particular work there will be greater efficiency. In the second store there was more or less confusion. I noticed particularly that no certain ones waited upon the trade. It is true that business looked better in the second store, but this is the day of specializing and our force should be drilled along these lines. Therefore, as I stated in the beginning of this subject, the day of the combined store man and designer in the retail flower shop is rapidly passing.

Now as to the delivery service, which I expect to make short and snappy, so much has been said upon the subject that I feel that time does not justify an elaboration. The concern that adopts the slogan and actually puts it into practice of "Service on the minute," is, to my mind, the concern that is getting ahead. The old system of running into the rear of the hearse in making a funeral must cease in the future. The same applies in making other deliveries. We all should adopt the slogan of "Service on the minute," and put it into practice. If a few deliveries should happen to cost possibly a little more than the sale, and delivery should be made immediately, call a messenger. I think this is good business. Just for illustration, this case happened several years ago. We had an order for 50c worth of bedding plants for delivery in the suburbs several miles out. We delayed the delivery of this order, waiting until we had several orders in that direction. Consequently the order was cancelled. Several months later, it so happened that there was a wedding in that same family and we approached them to place the wedding work with us, and we were advised that if we could not fill a fifty cent order on time we could not fill a $500. Prompt deliveries and a polite and courteous driver are very essential to your business.

# ADVERTISING AND SELLING

Did you ever check up on your window display? Wouldn't it be a good plan? Perhaps the kind of displays which cause you the most labor and cost the most are the ones which bring you the least results. After all, it isn't the amount of people who collect around your window but the number who enter your door in which you are interested. What percentage of those who stop to look come in to buy? One retailer made a test by providing himself with three automatic counters. With one of them he registered the number of people who passed the windows without stopping to look in; on the second he made a count of the numbers who did stop to look. The total, of course, comprised the number of people who actually passed the store during the allotted period. The third counter was used to register the number of people who actually entered the store after looking into the windows, but not counting those who arrived in automobiles, and who obviously were not affected in any way by the window display. On the first test it was found that the window exhibit,—and it was a good one,—influenced not more than four per cent of all the passersby to enter the store. Would you be satisfied with any such percentage? Do you know that that is less than you have already? Is it worth while going to heavy expense for frequent window changes unless a large number of people can be reached?

You will have to answer these questions in your own way, but in the end you will find, probably, that the volume of people passing the store is almost the same in character day after day, and that certain kinds of displays which might be much more effective in other sections will be almost wasted. Here is an opportunity for the florist to make a study of his location and the kind of people who travel back and forth on his street. In some sections the most effective window displays are those which show up best by artificial light. They are sections where the streets are thronged in the evening. In other localities the results of an evening display are nil, as the streets are practically deserted after nightfall.

There is another point in this connection. If it happens that your windows attract large numbers of people in the evening, then it will be distinctly to your advantage to do your window trimming in the morning instead of at night, as is customary in many stores. It's poor business to close the shades or shutters in the face of prospective buyers. What if you do have to change your well formed habits? There is no reason why a store window shouldn't be dressed in the morning as well as at night. It's the same way with lighting. Many a florist going on the general principles of economy has used very little light in his windows in the evening. In some localities this is the right thing to do. In others it is wasting opportunities. If there are people in large numbers who are fond of window shopping after dark, by all means make your windows as attractive to them as you can, and give them every opportunity for seeing what they contain.

All in all, if you make a fair test of the effect of your window work, the chances are that you will be distinctly dissatisfied, and will not rest until you have evolved some means of staging more alluring windows and inducing a larger number of people to come inside.

## NOTES FROM CORNELL UNIVERSITY

Mr. S. C. Hubbard, who has been in charge of the rose test gardens the past five years, has resigned his position and will leave for Amherst, Mass., August 1, where he will take charge of the greenhouses at the Massachusetts Agricultural College. Mr. Hubbard received his training at the A. N. Pierson Co., Cromwell, Conn. He has been very successful in his work here and is considered one of the best authorities on the culture of outdoor roses in this country. The Massachusetts Agricultural College is to be congratulated on being able to obtain the services of Mr. Hubbard.

The summer school is now in progress at the University with a registration of over 2500. Of this number, 900 are registered in the College of Agriculture and 36 in the courses in garden flowers offered by the Department of Floriculture.

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SEED PACKETS AND
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Fitchburg, Mass.

MICHELL'S
FLOWER SEEDS

Pansy Seed

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. ½ tr. pkt. 30c; 50c per tr. pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz. ½ oz., $7.00, $26.00 per lb.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt. 30c; $2.25 per oz., ¼ lb., $8.00.

Giant Sorts in Separate Colors

| | Tr. pkt. | Oz. | ¼ lb. |
|---|---|---|---|
| Azure Blue | $0.40 | $3.00 | $11.00 |
| Black Blue | .40 | 3.00 | 11.00 |
| Emperor William | .40 | 3.00 | 11.00 |
| Hortensia Red | .40 | 4.00 | 14.50 |
| King of the Blacks | .40 | 3.00 | 11.00 |
| Lord Beaconsfield | .40 | 3.00 | 11.00 |
| Peacock | .40 | 4.00 | 14.50 |
| Snow Queen | .40 | 3.00 | 11.00 |
| Striped and Mottled | .40 | 3.00 | 11.00 |
| White with Eye | .40 | 3.00 | 11.00 |
| Pure Yellow | .40 | 3.00 | 11.00 |
| Yellow with Eye | .40 | 3.00 | 11.00 |

CYCLAMEN SEED
Michell's Giant Show

| | 100 seeds | 1000 seeds |
|---|---|---|
| Bright Red | $2.00 | $15.00 |
| Dark Blood Red | 2.00 | 15.00 |
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| Perle of Zehlendorf (Salmon Pink) | 2.25 | 17.50 |
| Pure White | 2.00 | 15.00 |
| Rose of Marienthal (Bright Pink) | 2.00 | 15.00 |
| White with Carmine Eye | 2.00 | 15.00 |
| Mixed Colors | 1.50 | 12.50 |

Also All Other Seasonable Seeds, Bulbs and Supplies. Send for Wholesale Price List, if you did not receive a copy.

MICHELL'S SEED HOUSE
518-516 Market Street Phila., Pa.

Dr. A. C. Beal and Prof. Arno H. Nehrling will represent the Department of Floriculture at the coming meeting of the Society of American Florists.

Prof. Alfred C. Hottes, of Ohio State University, accompanied by two of his students, spent a day visiting the Department of Floriculture. Prof. Stanley Hall of the University of Illinois was another recent visitor.

Arthur Cowee, of Berlin, N. Y., who is a member of the legislative committee of the department of farms and markets, spent several days at the University inspecting the various departments.

## MASSACHUSETTS NURSERYMEN'S OUTING

The Massachusetts Nurserymen's Association is to have its annual outing on Tuesday, August 2. The members are to meet at Horticultural Hall, Boston, at 9 o'clock in the morning, and are going by automobile, first to the Eastern Nurseries, at Holliston, and then to the American Forestry Nurseries, Framingham, and afterwards to the Framingham Nurseries in the same town, where they are to be the guests of Mr. Richard Wyman.

## Burpee's New Sweet Pea

# MRS. KERR



A spray of Mrs. Kerr—reproduced from a Fordhook photograph.

### The Best Early-Flowering Salmon

MRS. KERR created a sensation when exhibited at The Great International Flower Shows in New York, March, 1920, and again in March, 1921. This magnificent novelty has been hailed by experts as being the greatest advance in this type, its introduction being eagerly awaited by Sweet Pea growers.

MRS. KERR has all the desirable qualities which go to make up a perfect flower. In addition to its unique and dainty color the plant is of most vigorous habit and extremely floriferous. The flowers of immense size and exquisite shape are a most pleasing shade of rich salmon overlaid or suffused with orange. Under glass the color is intensified and indescribably beautiful; in artificial light it is simply magnificent. The great flowers are of substantial texture thus adding to their unusual lasting qualities after being cut.

MRS. KERR produces flowers which are bold in the extreme; the standard is broad, deep and charmingly waved; the wings are well placed as are also the three or, more often, four flowers on their long, stiff stems.

It is impossible to fully describe the great beauty of this lovely flower, which we feel convinced will become one of the most popular of the Early-Flowering type All Florists must have it to be "up-to-date." Awarded Certificates of Merit at the International Flower Show, New York, March, 1920. Oz. $10.00; ¼ lb. $37.50, postpaid.

---

**W. Atlee Burpee**

**SEED GROWERS**

**PHILADELPHIA**

### THE EASY BOSS

The easy boss. He's the boy the fellows all like. The hard boss. He's the boy the fellows all hate.

Yet between the two the former, notwithstanding his easiness, generally comes out on top when results are figured.

All the same, the easy boss can overdo it, and come out a loser. There are always slackers in plenty waiting to take advantage of him. The thing for the easy boss to do is to first get a reputation for being an easy boss!

After he's got that reputation he can hold them all down to the grind stone. He ain't working them hard. He's the easy boss. You can't get away from that. So what you do for him you do cheerfully and to the best of your ability.

We've all come across him many a time, haven't we? The easy boss. And we love him. And work like the devil for him, and glad to do it. The hard boss, in the meantime, sweats himself into an early grave and never understands.

He never understands that the human being is a human being and not a machine. He attempts to drive it just as a machine is driven. And expects results. Well, he gets the results, of course, but not the same results that the easy boss gets without any driving at all.

So, as the caption of this dissertation has it, be the Easy Boss. When you've got there, you can be the Hardest Boss in the world and never be suspected. But it takes some brains.

GEO. WATSON

### SAYING IT WITH SALMON

William Penn, the florist, is "saying it with salmon," instead of "flowers," up at Ball's Camps, Grand Lake Stream, Maine. Late one afternoon last week he landed, in quick succession, five beauties.—Boston Record.

When Writing to Advertisers Please Mention Horticulture

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**SIX LARGE KENTIAS**

in 24-30 inch tubs, 12 to 15 leaves 18 feet high, 15 feet spread. Splendid plants, thoroughly acclimatized. Specially good for private conservatory, hotel, etc. May be seen at 799 Boylston Street, Boston, Mass.

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**SWEET PEA SEED**

For July and Early August to December Delivery
WINTER-FLOWERING ORCHIDS

During the past season we have made a special study of Sweet Peas and have selected varieties best for the Commercial Grower that the market affords, and we have every reason to believe our seed is as true to name, color and type as any offered.

OUR DESCRIPTIVE PRICE LIST WILL BE SENT ON APPLICATION

| PINK SHADES | Oz. | ¼ Lb | Lb |
|---|---|---|---|
| Peach Blossoms, 1921 novelty pkts only 50c | | | |
| Early Helen Lewis | $1.00 | $4.00 | $12.00 |
| Flamingo | 10.00 | | |
| Primrose Beauty | 1.00 | 3.00 | 10.00 |
| Loveliness | .75 | 2.50 | 8.50 |
| Daybreak | 1.00 | 3.00 | 10.00 |
| Rising Sun | 1.25 | 4.00 | 14.00 |
| Early Gem | 1.50 | 5.00 | 18.00 |
| Gypsy Maid | 1.25 | 4.00 | 14.00 |
| Sunburst | 1.00 | 3.00 | 10.00 |
| Mrs. A. A. Skaach | .75 | 2.50 | 8.50 |
| Miss Flora Fabing | .75 | 2.50 | 8.50 |
| Belgian Hero | 1.00 | 3.00 | 10.00 |
| Rose Queen (genuine) | 1.50 | 6.00 | 18.00 |
| Morning Star (genuine) | 1.00 | 3.00 | 10.00 |
| Yarrawa (Australian) | .75 | 2.50 | 8.50 |
| Early Empress | 1.00 | 3.00 | 10.00 |
| Early Melody | 1.00 | 3.00 | 10.00 |
| Pink Beauty | 1.00 | 3.00 | 10.00 |
| Enchantress | 1.00 | 3.00 | 10.00 |
| Rosebud | 1.00 | 3.00 | 10.00 |
| Fordhook Rose, Improved | .75 | 2.50 | 8.50 |
| Splendor (Burpee) | .75 | 2.50 | 8.50 |
| Fordhook Pink and White | .75 | 2.50 | 8.00 |
| Christmas Pink Orchid | 1.50 | 5.00 | 18.00 |
| Pink and White Orchid | 1.00 | 3.00 | 10.00 |

| ORANGE AND YELLOW | Oz. | ¼ Lb. | Lb. |
|---|---|---|---|
| Apricot | $1.50 | $5.00 | $16.00 |
| Orange Beauty | 1.25 | 4.00 | 14.00 |
| Dazzler | 1.25 | 4.00 | 14.00 |
| Gorgeous | 1.75 | 6.00 | 20.00 |
| Illumination | 2.00 | 6.50 | 22.00 |
| Early Fairy | 1.50 | 5.00 | 18.00 |

| RED AND CRIMSON | Oz. | ¼ Lb | Lb. |
|---|---|---|---|
| Cherry Ripe | $1.25 | $4.00 | $14.00 |
| Fire King | 2.00 | 7.00 | 24.00 |
| Early King | .75 | 2.50 | 8.50 |

| LAVENDER AND BLUE | Oz. | ¼ Lb | Lb. |
|---|---|---|---|
| La Marquise | $1.50 | $5.00 | $18.00 |
| Lavender King | 1.00 | 3.00 | 10.00 |
| Princess | 1.00 | 3.00 | 10.00 |
| Early Heather Bell | 1.00 | 3.00 | 10.00 |
| Zvolanek's Blue | 1.50 | 5.00 | 18.00 |
| Lavender Orchid | .75 | 2.50 | 8.50 |
| Mrs. Chas. A. Zvolanek | 1.50 | 5.00 | 18.00 |
| Early Wedgwood Blue | 1.25 | 4.00 | 14.00 |

| WHITE | Oz. | ¼ Lb. | Lb. |
|---|---|---|---|
| Snowstorm | $1.25 | $4.00 | $14.00 |
| Early Sankey | .75 | 2.50 | 8.50 |
| Albatross | 2.00 | 6.00 | 18.00 |
| Watchung Orchid | 2.00 | 6.00 | 18.00 |
| Bridal Veil | .75 | 2.50 | 8.50 |
| White Orchid | .75 | 2.50 | 8.50 |
| Venus | .75 | 2.50 | 8.50 |
| Mrs. M. Spanolin | .75 | 2.50 | 8.50 |
| A-1 White | 2.00 | 6.00 | 18.00 |

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**CANTERBURY BELLS**, Farquhar's Prize Mixed,
Pkt. $0.25, ¼ oz. $0.85, oz. $2.75

**CANTERBURY BELLS**, Single Pink, Blue, White, Mauve. Each of the above colors,
Pkt. $0.10, ¼ oz. $0.60, oz. $2.00

**DELPHINIUM**, Farquhar's Improved Mixed,
Pkt. $0.50, ¼ oz. $1.75

**DIGITALIS**, Farquhar's Superb Mixed,
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**HOLLYHOCK**, Double Crimson, Pink, Salmon, Yellow, White, Purple and Special Mixture. Each of the above colors,
Pkt. $0.15, ¼ oz. $1.00

**SWEET WILLIAM**, Farquhar's Giant Mixed,
Pkt. $0.25, ¼ oz. $0.75

**R. & J. Farquhar Company**
6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

It is with great interest that I read Harry A. Norton's paper on peony growing in the July number of the Garden Magazine. Mr. Norton, who was elected vice president at the recent annual meeting of the American Peony Society, is the kind of man adding lustre to any organization of this kind. He is a very busy manufacturer, with a factory in Boston, but plays just as hard as he works. He has a variety of playthings, too, but none absorbs his attention to a greater degree than the gardens at his summer home in Ayers Cliff, Quebec. In these gardens there are many roses and other plants, but the flowers which give him the keenest delight are the peonies, of which he has over 450 varieties. It has been Mr. Norton's delight to prove that it is possible to grow a wide variety of peonies in a section as far north as Quebec. In order to prove his point he staged a collection at the Boston Show which aroused no little interest and won him several well merited prizes. The accompanying picture from the Garden Magazine conveys some idea, not only of the Norton garden, but also of its beautiful location on the shore of the lake. It is interesting to have Mr. Norton's report on some of the leading varieties, as they grow in his garden.

Of Grandiflora (Richardson) he says: "Grandiflora, one of the oldest varieties, but very beautiful in coloring; rose-white, free flowering and one of the latest to bloom. Its merits seem to have been overlooked. It is a good keeper and should be more generally grown."

In discussing Jubilee, which has been much mentioned in various publications, he says: "Jubilee is probably the largest Peony in my collection and is a very good flower, possibly it has been overrated; and, although a prize winner at the shows, it lacks the charm of Therese, Le Cygne, or Solange." It is very interesting to have Mr. Norton's opinion of Jubilee, as there seems to be very wide difference of opinion about this variety.

Of other peonies he says:

"A strong, fine plant of La Rosiere, with its mass of large, flat, semi-double white blooms, is one of the most striking specimen plants in my collection.

"Frances Willard is a perfectly formed flower, large and fine. As a cut flower or protected from the sun, it retains its delicate pinkish cream tints and lasts well.

"Enchanteresse is not so well known as it should be. It is a large, globular, compact, creamy white flower; a tall vigorous grower and very late.

"In light pink varieties, I have yet to see a better variety than Therese. To my mind it is one of the finest varieties in cultivation, and a well grown plant of this, carrying from thirty to forty blooms, is a sight not easily forgotten.

"In reds, Adolphe Rousseau is one of the best of the early semi-double varieties. It is particularly effective against a background of shrubbery, and is a very tall, vigorous grower and a dependable free bloomer. A newer dark crimson, and one of exceptional merit and fragrance, is Phillipe Rivoire, which is fast growing in popularity as it becomes better known."

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Some people seem to think that



Peony Garden of Harry A. Norton at Ayer's Cliff, Quebec

peonies require an unusual amount of coddling or that there is some secret process about putting them into the ground so as to get quick results. Of course, this is far from true. It is only necessary to remember a few important points in order to have perfect success in growing and blooming most varieties. In their latest catalogue the Cherry Hill Nurseries, of West Newbury, Mass., cover this point very succinctly and yet fully in a single paragraph, which reads as follows:

"Peonies do best in a light, rich loam, but in no case should manure be applied directly to the roots. It is not necessary to trench out a deep bed, but plant them in well-loosened soil to a depth of about two inches below the top of the ground. Deep planting is the most frequent cause of 'blind' plants—that is, plants which appear perfectly healthy but do not bloom. The buds on the plant should be about two inches below the top of the ground. We use a fertilizer containing considerable lime and potash in the fall, and some form of manure in the spring which acts as a tonic and, with liberal watering, will produce extra large flowers."

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I have been much interested to see that Dreer is advertising the Allwoodi carnation to the trade. Few plants have aroused so much interest across the water as the different varieties of this cross between the garden pink and the carnation. It has not been widely distributed as yet in this country, and probably will not create so much of a furore here as it has in England, where it has been pushed very persistently and assiduously for two or three years.

Nevertheless, it is certain to become one of the stock perennials of the garden. Just how hardy it will prove in the north remains to be seen. But I think it is going to be reasonably satisfactory in that respect. I set out several plants in the spring of 1920, and lost only one or two last winter. Unfortunately the tag giving the names of the varieties which I have became mislaid, but there are quite distinct differences among them, both in form and color. I find that they start blooming very early in the season, and flower with remarkable freedom all through the summer months. In height they are about the same as the ordinary garden pink, and can be used either as a border plant or for bedding. It seems, too, that they ought to be particularly suitable for window boxes, and I believe that florists can use them for that purpose to excellent advantage. I am certain, also, that the cut flowers will sell well in sections where a demand exists for out-door flowers during the summer months.



Allwoodi Carnations

Altogether these Allwoodi carnations are bound to establish a place for themselves in the garden operations of this country, and it seems to me that they may eventually get into the trade, especially for use in window boxes, urns and the like.

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I wonder why nobody in this country writes a book to correspond to one being put out in England by Charles H. Curtis, managing editor of the Gardeners' Chronicle. This work is called the "Book of Flower Shows," and contains a vast amount of information for the use of those who are organizing a flower show or a horticultural exhibition, or who plan to exhibit at them. It also contains full directions on the formation and conduct of a horticultural society, and there are many illustrations. It would seem as though there should be a place for a book of this sort in America, if it were written from the right viewpoint.

There is real need to impress upon the organizers of shows the desirability of making an exhibit which forms a harmonious and attractive picture in itself. Too often the tables are arranged with no thought except as to the various flowers which are to be shown thereon. That is to say, each table is treated individually. While it is possible in this way to make a careful study of each flower, there is no attempt to compose a complete and uniform picture, with the result that the visitor gets a disjointed and confused expressions of the exhibit.

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The New Hardy Hedge

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Now Well Known.

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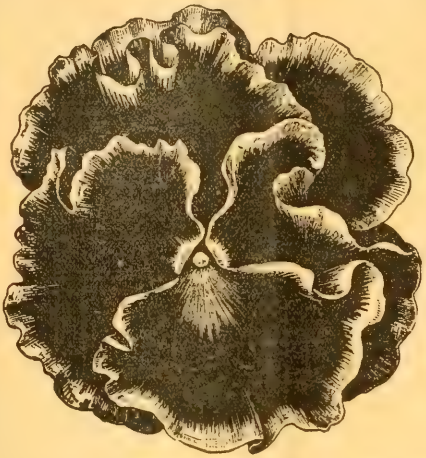
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VALLEY PIPS, German or Dutch.
CHINESE SACRED LILIES, "Selects."
JAP. LILY BULBS, F.O.B. New York, Chicago, Toronto, Denver, Seattle, etc.
FRENCH BULBS, Paper Whites, Roman Hyacinths, etc.
Per 100 $4 $5 $6
CALLA Aethiopica, Godfrey, Elliottiana.
T. R. BEGONIAS and GLOXINIAS, all sizes and colors.
IRIS Tingitana and Spanish.
DRACAENA CANES.
Write for prices stating your requirements

McHUTCHISON & COMPANY

95 CHAMBERS ST. NEW YORK

# The KENILWORTH Giant Pansy Seed



No.

26. **GIANT KENILWORTH CUT FLOWER MIXTURE.** Is a distinct class by itself, surpassing all other strains as a cut flower for inside or outside growing; the large flowers are carried erect above the foliage on heavy stems, 6 or 7 in. long, in the most graceful manner, and stand the hot, dry weather well. 1000 seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, ½ oz. $3.75, oz. $7.50, 4 ozs. $27.00.

28. **GIANT MASTERPIECE.** A remarkable type, the curled, wavy petals giving the flower a double appearance; large flowers of great substance, on long, strong stems. 1000 seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, ½ oz. $3.75, oz. $7.50, 4 ozs. $27.00.

30. **GIANT THREE AND FIVE BLOTCHED PANSIES.** A superb mixture. Flowers large and of circular form and of great substance. The display of coloring is unsurpassed. A combination of almost every shade of rich, velvety colors; reds are particularly conspicuous, the petals being distinctly marked with three or five large, dark blotches. 1000 seeds, 35c., ⅛ oz. 90c., ¼ oz. $1.65, ½ oz. $3.00, oz. $6.00, 4 ozs. $21.50.

32. **GIANT PARISIAN.** The flowers are of enormous size and beautifully marked, mostly five dark blotches on white and yellow ground; an unusually showy mixture. 1000 seeds 35c., ⅛ oz. 90c., ¼ oz. $1.65, ½ oz. $3.00, oz. $6.00, 4 ozs. $21.50.

34. **GIANT BRONZE.** A fine mixture of all shades of velvety brown bronze. Havana brown, majogany and copper shades. 1000 seeds, 35c., ⅛ oz. 90c., ½ oz. $1.65, ½ oz. $3.00, oz. $6.00, 4 ozs. $21.50.

36. **TRIUMPH OF GIANT.** Remarkably beautiful. The imposing five-spotted flowers on long, vigorous stalks surmount the foliage in the most graceful manner, are of enormous size, perfectly round and of unusual substance. The individual petals are very broad and cover each other in such a manner as to make the flowers appear almost double, the border of every petal being conspicuously curled. The plants are of a robust growth and form compact bushes of a round shape. 1000 seeds 35c., ⅛ oz. 90c., ¼ oz. $1.65, ½ oz. $3.00, oz. $6.00, 4 ozs. $21.50.

40. **GIANT BATH'S EMPRESS.** The finest of fancy English Pansies. Flowers are very large, mostly frilled and blotched and of great substance and the colors are brilliant and varied. 1000 seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, ½ oz. $3.75, oz. $7.50.

No.

12. **KENILWORTH GIANT PRIZE.** I have improved this strain by selecting and saving seed from the best shaped flowers of the most gorgeous color for many years. It is of the blocked Masterpiece type. The plants distinguish themselves by their robust growth and healthy-looking foliage; they are deep rooted and stand the hot, dry weather better than most other varieties. The large flowers on long, thick stems are carried well above the foliage in the most graceful manner, are of enormous size and of good substance. The petals are exceedingly broad and cover each other in such a manner as to make the flowers appear almost double. The border of each petal being conspicuously undulated and curled, the gorgeous and varied colored blossoms of velvety texture, perfect form and giant size, frequently measuring 3½ in. in diameter; the ground color such as yellow, white, deep orange, mahogany brown, bronze blue, and endless variations. Most petals are beautifully marked with a large blotch, a few are self-colored. They are specially fine for planting under glass or outside for cut flowers at all seasons. 500 seeds, 30c.; 1000 seeds, 50c.; ⅛ oz. $1.10; ¼ oz. $2.50; ½ oz. $5.00, oz. $10.00, 4 ozs. $35.00.

10. **KENILWORTH GIANT EXHIBITION** is the very finest complete mixture ever sent out. Seed carefully saved only from marked plants of the best varieties, with the largest and best shaped flowers and richest coloring. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivaled mixture. 500 seeds, 30c., 1000 seeds 50c., ⅛ oz. $1.35, ¼ oz. $2.50, oz. $10.00, 4 ozs. $35.00.

19. **TRIMARDEAU GIANT PANSY.** Improved; it is far superior to the ordinary run of Trimardeau that is sold. It is a very showy class of vigorous, compact growth. Flowers of enormous size in all the self colors, blocked, striped, margined, etc. It is very doubtful if any other Pansy will give as good satisfaction as the improved Trimardeau for all general purposes. 1000 seeds 30c., 3000 seeds 75c., ¼ oz. $1.35, ½ oz. $2.50, oz. $5.00, 4 ozs. $18.00.

**GIANT TRIMARDEAU No. 2.** While not equal to the improved, is a good mixture containing all colors and will give good satisfaction where a mixture of moderate price is desired. 1000 seeds 20c., ¼ oz. 80c., ½ oz. $1.50, oz. $3.00, 4 ozs. $11.00.

20. **PRINCESS,** (The New Upright Pansy). This strain is entirely distinct from all others. It is absolutely compact, upright growing. The flowers are mostly blotched and frilled like the Masterpiece of good form and heavy velvety texture, on heavy stems, carried well above the foliage. Attractive by the brilliancy of its colors. 1000 seeds, 35c., ⅛ oz. 90c., ¼ oz. $1.65, ½ oz. $3.00, oz. $6.00.

22. **GIANT KENILWORTH STRAIN.** The flowers are of perfect form and substance; many of the immense flowers are 3-in. It is a striking collection of beautiful colors and markings, rich with shades of red, brown, bronze, mahogany and many others too numerous to mention. Light, medium or dark mixtures. 1000 seeds 35c., ⅛ oz. 90c., ¼ oz. $1.65, ½ oz. $3.00, oz. $6.00, 4 ozs. $21.50.

24. **GIANT KENILWORTH SHOW** is undoubtedly the largest flowered Pansy in the world; the immense flowers are of circular form. A beautiful collection of colors and markings. 1000 seeds 40c., ⅛ oz. $1.10, ¼ oz. $2.00, ½ oz. $3.75, oz. $7.50, 4 ozs. $27.00.

**THE EARLY FLOWERING or WINTER BLOOMING GIANT PANSIES** in all colors or mixed. 1000 seeds 60c., ⅛ oz. $1.10, ¼ oz. $2.00, oz. $7.50.

70. **ORCHID FLOWERED, Mixed.** A dwarf, free bloomer, with a range of delicate colors that do not exist in any other Pansies; a remarkable combination of light rose, shell-pink, blush mauve, fawn, light brown, orange and chamois. 1000 seeds 30c., 4000 seeds $1.00, ¼ oz. $1.30, ½ oz. $2.50, oz. $5.00, 4 ozs. $18.00.

## GIANT PANSY SEED

**In Separate Colors**

1000 seeds 30c., any 4 packets, $1.00, ¼ oz. $1.30, ½ oz. $2.50, oz. $5.00.

38. **Mme. Perret.** Red and wine shades.
42. **Adonis.** Light blue, dark center.
44. **Black.** Almost coal black.
48. **Lord Beaconsfield.** Purple, shaded white.
50. **Goliath.** Large, curled yellow, blotched.
54. **Pres. Carnot.** White, five blue blotches.
56. **Light Blue Shades.**
58. **Indigo Blue.** Deep, velvety blue.
60. **Hortensia-Red.** Light rose.
62. **Prince Henry.** Dark blue.
63. **Ruby King.** Superb crimson and red.
64. **Snow Queen.** Beautiful satiny white.
66. **Almond Blossom.** Delicate rose.
68. **Andromeda.** Curled Apple blossom.
74. **Sunlight.** Yellow, with brown blotches
80. **Purple.** Large, rich deep color.
82. **Giant Peacock.** Rich ultramarine blue.
84. **Mercury.** New. A deep blackish purple.
86. **Pres. McKinley.** Yellow, dark blotched.
88. **Emp. Franz Joseph.** White, blotched blue.
90. **Vulcan.** Dark red, with five blotches.
92. **Victoria.** Blood red, violet blotches.
94. **Red.** A collection of rich red shades.
98. **Psyche.** Curled white, with five blotches.
100. **Yellow.** With dark blotch.
102. **Yellow.** Large golden yellow.
104. **White.** With violet blotch.
106. **White.** Large satiny-white.
108. **Emp. William.** Ultramarine blue.
110. The preceding 29 colors mixed.

Chas. Frost
35 Cross St.
Kenilworth, N.J.


## NATIONAL ASSOCIATION OF GARDENERS

A conference of the members of the association located in Nassau County, N. Y., will be held Thursday afternoon, July 28, at three o'clock, at the Nassau County Club House, located at Glen Cove, L. I., for the purpose of considering the organization of a local branch of the association in Nassau County. The purpose of this branch is to protect the interests and general welfare of the members of the gardening profession against interlopers who profess to be gardeners and also the so-called experts who offer their services in an advisory capacity while possessing but little more than rudimental knowledge on what they propose to advise.

The committee in charge of arrangements for the annual convention of the association, to be held in New York, October 11 to 14, has held several meetings to perfect its plans. While entertainment for the visiting members is not to be overlooked, there will be much business to be disposed of, with particular attention to the future of professional gardeners in America. Visiting members will be entertained on the estate of John D. Rockefeller, Pocantico Hills, and at "Greystone," the estate of Samuel Untermeyer, Yonkers, N. Y. A shore dinner at one of the nearby seashore resorts will also be included in the program of entertainment. The Park Avenue Hotel has been selected as the headquarters and meeting place for the convention.

# S. A. F. & O. H. Department

### The National Publicity Campaign

The following subscriptions to the campaign are in addition to those already announced for the year:

| | |
|---|---|
| St. Louis Florists' Publicity, St. Louis, Mo. | $887.08 |
| Steinbrenner & King Co., Cleveland, O. | 10.00 |
| A. E. Fencher, Binghampton, N. Y. | 10.00 |
| F. Wm. Heckenkamp, Jr., Quincy, Ill. | 20.00 |
| H. W. Allersma, Grand Rapids, Mich. | 5.00 |
| R. E. Hannaford, Portsmouth, N. H. | 2.00 |
| Gove The Florists, Burlington, Vt. | 10.00 |
| Cunningham Flower Shop, Amarillo, Texas | 5.00 |
| Chas. Schwacke Co., New York City | 25.00 |
| Koenig Floral Co., St. Louis, Mo. | 25.00 |
| Wm. L. Rock Flower Co., Kansas City, Mo. | 200.00 |
| Allied Florists Assn. of Ill., Chicago, Ill. | 900.00 |
| Charles Swanson, Chicago, Ill. | 25.00 |
| J. B. Goetz Sons, Saginaw, Mich. | 10.00 |
| Walter Armacost & Co., Sawtelle, Calif. | 50.00 |
| Gustav A. Dohl, Milwaukee, Wis. | 5.00 |
| Charles Ederer, Omaha, Neb. | 5.00 |
| The Saltford Flower Shop, Poughkeepsie, N. Y. | 50.00 |
| Max H. Rothke, Philadelphia, Pa. | 5.00 |
| Byron Bailey, Keat, Ohio | 10.00 |
| | $2,259.08 |
| Previously reported | 25,498.60 |
| | $27,757.68 |

The contribution of the Allied Florists' Trade Association of Chicago is additional to several other nice contributions from this association, the result of the apportionment to the National Campaign of 25 per cent of their entire collections for publicity, in accordance with their plan of organization. The contribution of the St. Louis florists is sent in under the same plan, and is a further payment. Other cities are contributing along the same lines; in making this latter contribution, Secretary Beneke remarks that St. Louis is now forming an allied florists' trade association, which means that in all probability the St. Louis contributions will grow larger in the coming year.

The Secretary is most anxious to present at the forthcoming Convention in Washington a good report on the progress of the Campaign, therefore all who have not yet sent in cheques to cover their pledges are urged to do so without delay. It may again be mentioned that just as soon as the Publicity Committee find the fund sufficient to enable them to resume advertising, in the national magazines, they will place the contracts which they have had under consideration.


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**Best American Rose Stock** for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.

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# —HORTICULTURE—

Established by William J. Stewart in 1904

VOL XXXIV JULY 25, 1921 No. 2

PUBLISHED SEMI-MONTHLY BY

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**Nurserymen, Take Notice**

From the Massachusetts Agricultural College comes an announcement which is of tremendous importance to nurserymen everywhere. Dr. J. K. Shaw, research professor of pomology, has worked out a system of identifying nursery trees by their leaves. So far as is known, no other research specialist or fruit grower has succeeded in establishing this positive identification. For that reason Dr. Shaw's system will be received with greatest interest. It has already been tested by prominent specialists and state officials, but is to be given to the public for the first time the coming week, when some important meetings are to be held at the College.

So far the system has been confined to fruit trees, but there seems to be no reason why it should not be extended to ornamentals. It is in the matter of fruit trees, though, that the greatest number of complaints are heard. And when it becomes possible for nurserymen everywhere to identify all their stock by the leaves, it will remove from the business much of the uncertainty which now exists, and will make it impossible for the nursery fakir to continue in business unless he reforms his methods. In other words, there will be no excuse for selling trees which are not true to name.

It has taken Dr. Shaw seven years to work out this system of identifying nursery trees by their leaves, and he has not yet put the system into print. Its importance has been recognized to such an extent, however, that plans are now under way for its immediate application. It is stated that Dr. Shaw can teach anyone in one or two days how to make this positive identification from the leaves alone. Of the 1,100 trees which he has inspected at the College, over a period of years, he has made a mistake in just one instance.

Reputable nurserymen who have been informed of the system are eager to have it put into operation, realizing that it will be of immense benefit to them. A plan is now under way for inspecting and guaranteeing nursery stock, so that there will be no guess work in its sale. It is believed that a student of Dr. Shaw's method can be sent through the nurseries while the trees are in leaf, identifying and labeling them according to the new system. Then a certificate of stock can be issued that will mean certainty instead of worry to the orchardist and set up a new standard of business integrity for honest nurserymen.

Any group of buyers will then be able to engage a competent man to go through the nursery where they expect to place their orders and make certain that the trees which are to be delivered to them will be the trees they want.

If this plan works out as expected, it will go far towards revolutionizing the nursery trade, and be of incalculable value to nurserymen themselves, as well as to those who buy nursery stock. It is not surprising that nurserymen dealing in fruit trees are giving Dr. Shaw their hearty backing. When the new plan of identification is explained at Amherst, it will be received with keenest interest.

**Going Visiting**

Isn't it possible that florists and gardeners do not do enough visiting? It pays at this season of the year to get out and around. No more fruitful source of suggestion for the betterment of one's own methods can be found than a visit to the greenhouses or the gardens of other men in the same line of work. No one man knows it all. It is impossible to make a series of visits without finding a solution to some of the problems which have vexed you. The results shouldn't be altogether one sided, either. You should be just as willing to tell the other fellow what you have learned that will help him as to take any suggestions based on his experiments. Once in a while, to be sure, you will find a florist or gardener who is secretive and who seems to think that you are trying to steal the basis of his business. This is largely nonsense, and the average man in the trade realizes that fact.

Some florists and gardeners make it a practice to drive about the country during the summer, visiting well-established plants and swapping experiences. When this is done in a friendly attitude and with a perfect willingness to give as well as to take, the results are sure to be pleasant as well as profitable.

By and by the people whom you visit will doubtless return the call, and then again you will have an opportunity to learn something which will be to your advantage as well perhaps as helping the other fellow. There ought to be a peculiar mellowness in the dealings of florists and gardeners, one with the other. Their work is conducive to that sort of thing, and the trade will benefit from the interchange of views and experiences. What is needed more than any other one thing perhaps in the florist business is a greater degree of co-operation, and there is no better way of fostering the get-together spirit than by obtaining a personal knowledge of the other man's problems. By all means, therefore, let us get out and around while the summer months are here.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

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STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## JULY.

A tinkle of fairy music is heard in the woods today, for the pyrola is hanging out its bells above the pine needles where the Indians left their moccasins in June. By the brook, blue with forgetmenots, Joe Pye has gathered his pink blossoms and the yellow loosestrife lifts up its feathery stalks. A bunch of orange butterfly weed is as gorgeous as its winged friends, and by the stone bridge a regal Japanese iris mirrors its snow white beauty in the stream.

M. R. CASE.

Hillcrest Gardens,
July 10, 1921




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

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## THE WASHINGTON PROGRAM

### Many Important Addresses Planned for S. A. F. Convention

The program of the 37th annual convention of the Society of American Florists and Ornamental Horticulturists, to be held at Washington, August 16-18, has now been completed.

Among the principal features are the following:

**Tuesday, August 16, 10.30 A. M.**

Invocation by Rev. Dr. James Shera Montgomery, Chaplain of U. S. House of Representatives.

Convention called to order by Otto Baner, President of Florists' Club of Washington, D. C.

Address of welcome in behalf of the District of Columbia, by Hon. Cuno H. Randolph, President Board of Commissioners, District of Columbia.

Address of welcome in behalf of the United States, by Henry C. Wallace, Secretary of Agriculture.

Address of welcome in behalf of the florists of Washington, by John Henry Small.

Response by Past President John K. M. L. Farquhar, Boston, Mass.

President Thomas Roland's Address.

Reading of reports.

**Afternoon Session, 2 P. M.**

Address: "Greenhouse Heating the Heart of the Business," by F. T. Giblin, Utica, N. Y.

Address: "What the Agricultural Colleges are Doing for the Florists," by Prof. H. B. Dorner, Urbana, Ill.

Discussion of Amendments to Constitution and By-Laws, and voting on same.

President's reception. The function will take place in the New Washington Hotel. In accordance with President Roland's request, the reception will be entirely informal in character.





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HALL'S HONEYSUCKLE, 6-in. pots 3 ft. bushy staked plants $40 per 100.
AMPELOPSIS Veitchii, in 4-in. pots, 3-yr.-old, staked, at $35.00 per 100.
AMPELOPSIS Crinkafolia, 5½-in. pots, at $35.00 per 100.

A. L. MILLER, Jamaica, N. Y.


It is suggested that the most comfortable clothing will be best appropriate for the occasion.

Ballot for next place of meeting.

**August 17, Morning Session, 9.30 A. M.**

Address: "Providing Stock in Substitution for Material Excluded from Importation Under Quarantine Order 37." Prof. L. C. Corbett, Bureau of Plant Industry, U. S. Department of Agriculture, Washington, D. C.

Discussion: "Dutch Bulbs—The Unloading of Exporters' Surplus Stocks on the American Market." This subject is called up on the recommendation of the executive board. The discussion will be opened by the reading of the report of a special committee appointed, under a resolution passed



Pres. Thomas Roland, who will preside at the Convention

at the meeting of the board in January last, to gather data in the matter.

**Afternoon Session—2 P. M.**

Report of the Committee on Publicity—Henry Penn, Boston, Chairman.

Address: "Publicity for Forists.' by L. D. Fernald, Advertising Manager of the New York Post, New York.

Address: "National Publicity," by Major P. F. O'Keefe, Boston, Mass.

**Third Day, August 18th—Morning Session, 9.30 A. M.**

Election of officers for 1922. Polls open from 10 A. M. to 11 A. M., or until all in line have voted. Voting will be conducted under the new system. There will be five voting places, "A" to "D" inclusive; "E" to "K" inclusive; "L" to "P" inclusive; "Q" to "T" inclusive; "U" to "Z" inclusive. Please vote promptly. Only members in good standing can vote.

Address: "The Value of Flower Shows in Publicity for the Florists' Industry," by C. H. Totty, Madison, N. J.

**Afternoon Session—2 P. M.**

Address: "Maintenance of Soil Fertility," by Prof. James H. Beattie, Horticulturist, U. S. Department of Agriculture, Washington, D. C.

Demonstration of flower arrangements, by Max Schling, New York.

Florists' Telegraph Delivery Association. A general conference, at which F. T. D. President Breitmeyer will preside.


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### HEATHER IN THE ARNOLD ARBORETUM

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species, have sometimes lived for two or three years at a time in the Arboretum, but have not proved very hardy in any of the positions where they have been planted.

### FLORISTS' BANQUET

The Boston Florists' Association held its annual outing at Nantasket Beach, July 12. About fifty ladies and gentlemen were present, and greatly enjoyed an excellent banquet, which was served in the Palm Gardens at Paragon Park. The tables were lavishly decorated and during the evening most of the flowers were presented to the singers and dancers who added to the evening's pleasure. Mr. Stone, proprietor of the Palm Garden, is personally acquainted with many of the florists, and did his best to make the occasion a success.

The only unpleasant feature of the evening came when the party broke up. It was discovered then that owing to the fog the last boat for Boston had been abandoned, so that those who had made the trip down by boat had to get back to town as best they could, many of them taking advantage of the kindness of their friends who had machines.

Dr. Gilbert, Commissioner of Agriculture in Massachusetts, has issued a warning against the planting of Flanders poppies. He states that this poppy is a dangerous weed, and one that spreads with amazing rapidity, crowding out grass and reducing the yield of grain wherever it becomes established. According to Dr. Gilbert, there is danger that it will become a bad pest in this country

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Everybody wants to push his business. One of the means is to join a Society. After he has been in the Society a while he finds out that he is pushing everybody's business as well as his own—and if he is a small-minded man he objects to that. So he casts around for some expedient and hits on the idea of a "trade slogan" to which only a few shall be entitled. Then he keeps on narrowing that down until he thinks he himself is about the only one entitled to the "Hall Mark." All of which is a very narrow-minded way in which to push one's business.

The real open and above-board way is to push your business on its own merits. Societies are only side issues. They are useful in a general way and everybody ought to support them. They are an agency for spreading the general intelligence for the benefit of everybody. That is sufficient reason why you should support them. Not exclusively for your own individual advancement. That latter is why the nurserymen's trade mark stuff fell through. They had too narrow a view of what Societies are for. That they cut the trade mark thing out altogether at their last convention is a good sign.

And in that connection—why can't they come to earth, these members of all the trade societies, and get wise to the fact that it is the Amateur Societies that help the business most and not the Trade Societies.

Help the amateur enthusiasts and you will be helping yourselves indirectly. Not only help them; but indirectly stir them up to doing things. Getting them enthused. Getting them collections of this or that. Getting up exhibitions. And all the time be careful to stay in the background and let these enthusiasts get all the advertising. That's their reward. You will get yours later.

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Don't forget that. Stay in the background and let the enthusiasts get their reward.

---

You will get yours later!

---

Charles Sim of Rosemont is back home after several months in the Bryn Mawr Hospital for cataract and is reported to be much improved and almost his old self again. His extensive landscaping business along the main line and elsewhere has been taken over by his nephew, William E. Edwards, who has had long experience in that line, and is well equipped to carry on the work and branch out in new directions from the foundation solidly laid by his uncle during thirty years of active and successful operations.

---

H. H. Battles had quite a nice collection of named gladioli on exhibition, July 6. Quite a number of the latest new and improved varieties.

---

Fred J. Michell, Sr., and family are summering at Avalon, N. J.

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Fred J. Michell, Jr., and family are summering at some other Jersey haven of rest—Ocean City, I believe, but no matter. I hope they find it cool and pleasant, and that they are enjoying the sea breezes.

---

C. U. Liggit reports business quite brisk in the plant line, considering the mid-season conditions. The flower growers are quite optimistic and are doing considerable planting, not only in the regular staples, but they are also still pretty keen on promising novelties. His recent amalgamation with the Reuter Co. of Boston has greatly extended his New England influence, and has also widened his already far-flung connections to a certain extent. The more business a concern can handle, the better the contracts that can be made, both with producer and consumer. This is Mr. Liggit's guiding principle.

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## THE AMERICAN ROSE SOCIETY

### Announcement Concerning the Dissemination of the Van Fleet Rose

At the meeting of the Executive Committee of The American Rose Society held in Washington, D. C., on June 1st, it was decided that the Van Fleet Rose—W C 124—which is to be called "Mary Wallace" should be the first to be disseminated under the cooperative agreement between the Department of Agriculture and The American Rose Society and co-operating nurserymen. At that time it was believed to be feasible to supply bud wood from the mother plants this summer to the various nurserymen. When this plan was announced, however, it was brought to the attention of The American Rose Society that this scheme might work hardships upon nurserymen who lived at a great distance from Washington, therefore, after consultation with the directors and with the Department of Agriculture it was decided that this plan would be abandoned and that no nurseryman would receive propagating material before next year, the exact time to be announced later.

This notice is therefore sent out to inform all nurserymen who are interested, of the change of plan, and the notice sent out that no application would be considered after July 1st is void and the secretary is still open to receive applications. Due notice of the date which application must be filed will be sent out to the trade papers and all nurserymen who have signified their interest, when further details are completed.

JOHN C. WISTER,
Secretary.

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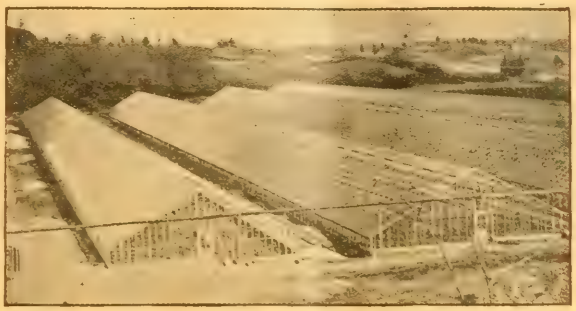
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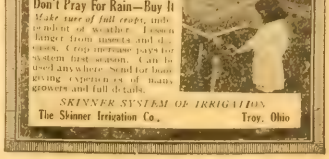


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Volume XXXIV AUGUST 10, 1921 Number 3

# Horticulture

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WILLIAM F. GUDE
Washington Representative
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**THE CONVENTION IN WASHINGTON**

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# HORTICULTURE

Volume XXXIV AUGUST 10, 1921 Number 3



W. H. Wyman, Prop.
1894-1921

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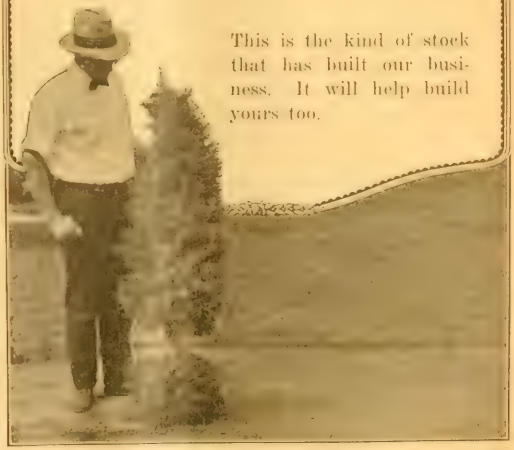
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We consider WHITE STAR to be the last word in black-seeded white varieties. It will be a boon to all florists who have had difficulty in germinating the white-seeded sorts, while the flowers with their pure, clear color will be quite as valuable.

Awarded Certificate of Merit at the International Flower Show, New York, March 14, 1921.
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## W. ATLEE BURPEE SEED GROWERS PHILADELPHIA

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIV AUGUST 10, 1921 No. 3

## THE TALK OF THE TRADE

Primulinus hybrids are getting into the trade in rapidly increasing numbers. There is a grace and delicacy about this type of gladiolus not to be found in any other. Discriminating florists are finding it the most satisfactory of all kinds for sprays and more elaborate pieces. In Boston, both Carbone and Hoffman use quantities of Primulinus hybrids from the B. Hammond Tracy establishment at Wenham, Mass. At Carbone's they are used frequently for bride's bouquets and for those of the bridesmaids. Not infrequently, B. F. Letson, in charge of the decorative work, goes out to Mr. Tracy's place to match up gowns or decorations with the flowers so as to get the exact shade required for best results. In New York Max Schling uses these hybrids to a considerable extent, although New York, as a whole, does not seem to have taken to this form of gladiolus so readily as some other cities.

One common mistake made in the use of Primulinus hybrids, as in fact with all gladioli in the creation of sprays and other pieces, is using spikes that have just begun to open. The thoughtless florist then all too often nips off the top of the spikes with its buds, leaving a harsh outline to the piece. Now the economical way, as well as the most satisfactory way, to handle these flowers is to use "glads" which have bloomed almost to the tips. It is the topmost flowers which give the most grace; and, of course, when this practice is followed flowers which have stayed around the store for some time and those which are more or less imperfect can be utilized. A little thought and study will show any florist how to use Primulinus hybrids and other forms of the gladiolus so as to get better results for less money.

Florists handling Primulinus hybrids will do well to suggest to their customers the use of these flowers in



Field of Gladiolus America at B. Hammond Tracy's Establishment, Wenham, Mass.

hanging vases as well as in baskets. Their natural tendency to droop a little and their slenderness makes them especially available for such purposes. Crooked stemmed flowers which would be of little use in a general way are often especially attractive when placed in a wall vase.

Mr. Tracy tells me that he recently shipped a thousand Primulinus hybrid bulbs to a western city to be forced for the holidays. Last summer he sold 50,000 bulbs to the florists for forcing. It is evident that the florists are beginning to realize the possibilities of the Primulinus hybrid in this direction. If started early enough there is no difficulty at all in having them ready for the Christmas trade. Many of the bulbs are now relatively cheap, and it seems likely that this branch of the business will be rapidly increased.

In the last number of Horticulture there was an illustration of a wayside stand erected by a florist for the sale of cut flowers. This plan, it seems, is being adopted by nurserymen as well as by florists. The American Forestry Co. has started the sale of small evergreens in pots at its farm No. 2 in Framingham, Mass. This farm is on a much traveled road and a large number of sales are made to automobile owners who take the plants away with them. If they desire to do so, the buyers are allowed to go into the fields and pick out the specimens they desire. I suppose no serious objections would be made to their digging them themselves if they felt so inclined.

Probably this plan would not pay except where travel is heavy, for it is necessary to have a man always on hand to wait on customers, and this would create too heavy an overhead expense, unless this man was kept busy. I believe the Hicks Nurseries, on Long Island, tried the plan some years ago of allowing passersby to help themselves to whatever is offered and leave the money or send a check in payment. Apparently, however, the plan did not work out very well, because it was soon abandoned.

What the American Forestry Co. is now doing is only a forerunner, it seems, of what is being planned. Farm No. 2 is being devoted largely to retail sales, and if the present plans are carried out, a large and unusual sales department will be developed here. Visitors from the cities will be encouraged to come out and select whatever they want in the way of nursery stock, and herbaceous plants. Both will be grown in great variety in exhibition gardens so that visitors can see just what they are buying. This ought to prove a great improvement over catalogue selling, at least for nearby customers, although the catalogue of the American Forestry Co. is one of the most elaborate and decorative gotten out by any concern in the country.

It appears that the propagation of rhododendrons under glass is feasible and is being undertaken. A number of nurserymen have been offered plants grown from cuttings under glass, and



**H. E. Meader of Dover, N. H., Florist and Gladiolus Grower**

covering a wide range of popular hybrids. The price of 25 cents a plant is, of course, high, but if this work can be done successfully there seems to be no reason why lower prices should not be quoted, as stock becomes more plentiful and this line of trade developed.

Why isn't it feasible and practicable to force Lilium Regale for the Easter trade? This question has often been debated, and in point of fact, attempts to grow these lilies for Easter have been made. They have not been successful, and the growers have wondered why. The explanation is simple enough when it is understood. Mr. William Anderson, superintendent of the famous Bayard Thayer estate in Lancaster, Mass., gives the explanation. Probably Mr. Anderson knows more about the culture of these lilies than any other man in this country, having grown them in great numbers, both indoors and out. What he says, therefore, can be accepted as positive fact.

The Regal lily, it seems, starts its top growth before it makes its roots. If handled like Formosum or Harrisi it has but little strength for making blooms in the spring. There is a way, however, in which it can be handled successfully. If it is carried over a year in a pot without having the flowers cut, it will make a big mass of roots and be ready for forcing when late fall comes.

Of course, however, this involves too much labor and expense to be profitable, although it might be worth while for florists to grow specimen plants to be sold in pots. These being the facts, it is not probable that the Regal lily will ever prove a forcing flower for the florist, although without question great quantities of out-door flowers will be cut after the bulbs become more widely distributed. Some of the flowers were offered this season and were in immediate demand.

The Shoe Show held in Boston at Mechanics Hall recently was again an example of the good use of flowers. I remember very well the same show which was held last year, and how nicely it was taken care of in the way of decorations. I was prompted to visit this show again this year, particularly to see what would be done along the same lines, and I am pleased to say that I found an abundance of cut flowers of all kinds, but more particularly carnations and gladioli. I understand that the Rosary and Thomas Galvin, Inc., were responsible for the good work done in this line, and both are to be complimented on the results.

Again I say that it's a pity that more shows of this nature are not taken care of as they should be with plants and flowers. What a grand opportunity was missed along these lines at the Home Beautiful Show held in the same hall some time ago. I have been told by some of the florists that it's impossible to use flowers in Mechanics Hall to any extent on account of the gas, but there was nothing to indicate any serious trouble of this kind at the Shoe Show.

Bulbs are coming in. The first of the Dutch Golden Spur and Paper Whites will have arrived by the time this paper goes to press, and at this writing Bermuda Harrisi are in the growers' hands. In spite of all our hopes to the contrary, bulb stock will not be so plentiful as to permit any marked reduction in prices over last

year. It is particularly true that Giganteum lilies are in short supply. The only bright spot is Formosums, which bid fair to be in reasonable supply, with a price that will be probably slightly better than last year.

I find that many florists having home trade, and particularly funeral work to handle through the summer, are looking forward anxiously to a stock of the new gladiolus Lily White. Mr. H. E. Meader, of Dover, N. H., has successfully worked up a large stock of this sort, and according to my mind it is an excellent variety. It has the good quality of being very early, and has been found to be one that can be forced under glass with good flowering results. While the price is still high, it will pay any florist having ground to devote to gladioli to plant stock of the smaller sizes and work up his own supply. It multiplies readily and in general is an agreeable sort to handle.

On a recent visit I found the greenhouse of Mark Aitken, the Springfield, Mass., florist, in excellent condition all the way through. Carnation planting is going on. The rose stock gives good promise for the coming season, and the chrysanthemums are as good as any I have seen anywhere around. In the Springfield store window was a plant of Fuchsia Black Beauty, which was a wonderful sight. It stood almost six feet in height, was very shapely and loaded with blooms from top to bottom. There were a number of these plants at the greenhouse, in all sizes from three feet up, and they are kept in good condition and serve for decorative effects in many ways. They are brought back to the greenhouse often enough to keep them in good shape at all times.

There seems to be a larger quantity of Cyclamen plants grown this year than for many years past, and I can see no chance at all for a report of short supply of Cyclamens when the holidays come around. There is a big lot of well grown plants spread all over the east, at least, and from what I understand this condition also holds true in other parts of the country.

Begonias Cincinnati, Melior and Peterson are not in so heavy supply, and the sale of Poinsettias had been dragging during the early part of the season, but in the last few weeks it has picked up. Around the middle of July was a fine time to buy Poinsettia plants, as by taking the top off at that time a nicely branched plant which will not be too large to handle well could be brought into shape for the holidays, and the top carried on for smaller work. Two and one-quarter inch pots are in good strong demand now, and there is evidently enough to fill all wants.

The Garrison Hill Greenhouses, of Dover, N. H., are making many changes, from one end of the place to the other. The side walls of the house are being removed, and cement walls put in. A new heating plant is being installed also, and new benches and beds put in. In general, it is a case of repair and rebuild, and I am sure that within a few weeks this place will be in the pink of condition. The new proprietors are looking forward to a big season, and surely are doing everything that's possible to put their place in readiness for big business. When I called the rose crops were in particularly good shape. The carnations were still in the field, but they are planting heavily of these, and they will be of good marketable sorts. This place is in an ideal location for a good wholesale business north of Boston.

H. E. Meader, also of Dover, is building a new range to be devoted mostly to carnations. No doubt a large part of this stock will be used up through his own store.

## WHEN IT PAYS TO GIVE FLOWERS AWAY

What is the best course when the retailer has a surplus of flowers which threaten to spoil on his hands? Cut the price? Let them go bad and throw them out?

One florist does neither of these things, and perhaps his plan will commend itself to others. Mr. William Weaver of McAlester, Okla., gives them to his patrons. When a patron comes into the store to buy a plant, let us say, the florist takes some of the surplus flowers out of the icebox, wraps them up, and presents them. This has not interfered with his sale, it has not cost him anything (for the flowers were a loss, anyway), and it has created goodwill in the mind of the customer. Moreover (and this is worth thinking about), the flowers have not failed of their mission to bless mankind.

Mr. Weaver also frequently sends out flowers to his good customers, and he finds that it is a good plan in more ways than one. It makes lasting friends. Recently he sent two dozen roses in a basket to a patron in the hospital. "That will pay me ten times over," he commented. The lady spends $50 a month with him, on the average, and there is no likelihood that she will spend less after such a mark of thoughtfulness.

After all, isn't there a deep satisfaction in doing business, year in and year out, and decade running into decade, with people whom you can honestly call your friends?—Southern Florist.

## JOHN MATHER LUPTON

The death of John Mather Lupton occurred Monday, August first, at his home at Mattituck, N. Y. Mr. Lupton was an old time seed grower, and very well known throughout the trade. He was born in 1856 and for many years he was a regular attendant at all conventions of the American Seed Trade Association.


# PEONIES

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| Alexander Dumas | $22.50 |
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Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street

East Bridgewater, Mass.



## High Grade Peonies

Consisting of such varieties as LeCygne, Soulange, Tourangelle, Rosa Bonheur, L. A. Duff Jubilee, and many others.

Fifteen fine varieties, all named, for $5, or eight for $2.50.

With each $5 collection I will give one plant of John Richardson free.

*Send for Catalogue*

W. L. GUMM, Peony Specialist

REMINGTON, INDIANA

# CONVENTION DETAILS

## Stage All Set for the Washington Gathering — List of Judges and Exhibits

Everything points to the biggest convention this year that the S. A. F. and O. H. has ever had. Washington is a favorite convention city, and while August may be rather a warm month it is yet the time of year when florists find it easiest to get away from their business, and, as has been pointed out, there is no reason to expect warmer weather in Washington than in other parts of the country.

The florists in Washington are prepared to give the members a cordial welcome, and will make their stay thoroughly enjoyable. According to W. F. Gude, the Washington representative, who will be particularly active during the convention, the stage has been set and everything is ready for the fall of the gavel when Mr. Roland takes the chair at the opening session, August 16. Mr. Roland, who has proved a very popular president, will see a large delegation from New England among those present.

The convention hall is at 5th and K streets, and is admirably adapted for convention purposes. It is a building which was erected for a market house, and is still used for that purpose on the ground floor. It has high side walls, and a sharp arched roof, making a space where a room of great area was built in some years after the building was finished. It is in this room that the convention is to be held. The floor is on a level with the bottom of the large windows at the front of the building. There are also plenty of windows in the sides of the roof and a well lighted ventilator running the full length of the peak. Eight rows of suspended electric lamps running the full length of the hall give ample lighting facilities, and there is a large gallery across the entrance. The hall is about ten minutes' ride on several lines of cars from the center of the city.

Membership cards admit the members to the hall, and all the meetings. Secretary John Young has quarters at the New Washington Hotel, but will also have an office at the convention hall where all members should register upon arrival. A bureau of information will be maintained near the hall entrance.

### The Judges

The following are the judges of the exhibits:

Sections A, B and F: Plants, Cut Flowers, Bulbs, Seeds and Garden Requisites: A. L. Miller, New York; Julius A. Peterson, Cincinnati, Ohio, and Joseph Kohout, Libertyville, Ill.

Sections E and G: Florists' Supplies and Miscellaneous Exhibits: Max Schling, New York; F. W. C. Brown, Cleveland, O., and A. E. Gude, Washington, D. C.

Sections C and D: Boilers and Heating Apparatus and Greenhouse Structures: F. R. Pierson, Tarrytown, N. Y.; E. Allan Peirce, Waltham, Mass., and E. H. Mann, Richmond, Ind.



Adolph Gudde, Vice-President of S. A. F.

The program was published in the last issue of Horticulture. Printed programs in pamphlet form will also be obtainable at the hall.

### Other Meetings

The Ladies' Society of American Florists will meet in the New Washington Hotel, Tuesday, August 16, at 9 A. M. There will be a conference of the National Association of Gardeners at the same time. The Annual Meeting of the Florists' Hail Association of America will be held at 9 A. M., Wednesday, August 17. The College Section of the S. A. F. will meet Thursday, Aug. 18, at 9 A. M. There will also be a meeting of the Board of Directors of the American Carnation Society at the same time.

### List of Exhibitors

The list of exhibitors for the trade exhibition includes the following:

M. Adler ..... New York City
American Greenhouse Mfg. Co. ..... Chicago, Ill.
Baum's Home of Flowers, Inc. ..... Knoxville, Tenn.
H. Bayersdorfer & Co. Philadelphia, Pa.
Bobbink & Atkins ..... Rutherford, N. J.
Botanical Nursery Co. .... Lapeer, Mich.
Burlington Willow Ware Shops ..... Burlington, Ia.
Chicago Printed String Co. .. Chicago, Ill.
John Lewis Childs, Inc..Flowerfield, N. J.
Crowl Fern Co. ..... Millington, Mass.
Cohen & Hiller ..... New York City
Robert Craig Co. .. Norwood, Del. Co., Pa.
A. T. De La Mare Co., Inc. New York City
H. C. Doescher ..... New Orleans, La.
Henry A. Dreer, Inc. .. Philadelphia, Pa.
Duro Paper Products Co. .. Chicago, Ill.
John A. Evans Co. ..... Richmond, Ind.
Ever Ready Flower Pot Cover Co. .... Buffalo, N. Y.
Henry I. Faust ..... Merion, Pa.
C. S. Ford Co. ..... Philadelphia, Pa.
Fruitland Nurseries ..... Augusta, Ga.
Carl Hagenburger ..... W. Mentor, O.
Hammond's Paint Works .. Beacon, N. Y.
S. Hanfling Co. ..... New York City
George B. Hart ..... Rochester, N. Y.
Henshaw Floral Co., Supply Dept. .... New York City
Joseph Heacock Co. ..... Wyncote, Pa.
E. G. Hill Co. ..... Richmond, Ind.
Hitchings & Co. ..... Elizabeth, N. J.
Horticulture Pub. Co. .... Boston, Mass.
Roman J. Irwin ..... New York City
Jackson & Perkins Co. .. Newark, N. Y.
Wm. F. Kasting Co. ..... Buffalo, N. Y.
Kervan & Co. ..... New York City
M. H. Levine Co. ..... New York City
C. U. Liggit ..... Philadelphia, Pa.
Lord & Burnham Co ..... Irvington-on-Hudson, N. Y.
Lion & Co. ..... New York City
Macaw Bros. .... Norwood, Del. Co., Pa.
W. A. Manda, Inc. .. South Orange, N. J.
H. F. Michell Co. .... Philadelphia, Pa.
National Bulb Farms, Inc. ..... Benton Harbor, Mich.
Nebel Mfg. Co. ..... Cleveland, Ohio
Joseph G. Neidinger Co., Philadelphia, Pa.
Orchard Paper Co. ..... St. Louis, Mo.
The Paranoid Co. ..... Cleveland, Ohio
S. S. Pennock Co. .... Philadelphia, Pa.
F. R. Pierson ..... Tarrytown, N. Y.
A. N. Pierson, Inc. .... Cromwell, Conn.
Pittsburgh Cut Flower Co. ..... Pittsburgh, Pa.
Poultry Feed Co. ..... Chicago, Ill.
Quincy Art Willow Ware Co...Quincy, Ill.
Raedlein Basket Co. ..... Chicago, Ill.
A. L. Randall Co. ..... Chicago, Ill.
M. Rice & Co. ..... Philadelphia, Pa.
Julius Roehrs Co. ..... Rutherford, N. J.
S. H. Russin ..... New York City
Schloss Bros. Ribbons, Inc. ..... New York City
Anton Schultheis .. College Point, N. Y.
Sam Seligman ..... New York City
L. C. Stroh & Sons ..... Batavia, N. Y.
Taiyo Trading Co. ..... New York City
The Excello Mfg. Co. .. Cleveland, Ohio
The George Wittbold Co. .. Chicago, Ill.
The McCallum Co. ..... Pittsburgh, Pa.
The Ove Gnatt Co. ..... La Porte, Ind.
B. Hammond Tracy .... Wenham, Mass.
The Lima Sheet Metal Prod. Co. ..... Lima, Ohio
The Quality Brands Co. .. Cleveland, Ohio
The Skinner Irrigation Co. .. Troy, Ohio
The Zane Pottery Co. ..... South Zanesville, Ohio
United Bulb Growers, Inc. ..... New York City
Vaughan's Seed Store ..... Chicago, Ill.
Wertheimer Bros. ..... New York City
Wm. M. Woodruff & Son .. Lowgap, N. C.

### CONVENTION NOTES

The official program for the Washington Convention has been mailed to all members. In addition to the program as published in the trade papers, there will be an address, at the afternoon session of the third day, by Joseph Kohout, Libertyville, Ill., on "Standardization of Grading of Cut Flowers."

It has been arranged that the President's Reception shall be held in the United States Botanic Gardens, instead of the New Washington Hotel as originally planned, and in this connection "something different" from the ordinary is promised. Not satisfied even with this innovation, efforts are now being made to have the United



# Dreer's

## CONVENTION DISPLAY

As usual, for many years past, our exhibit at the Washington Convention will consist of a comprehensive display of seasonable plants, such as Palms, Ferns, Crotons and other Decorative and Foliage Plants in a full line of commercial sizes.

Delegates to the Convention, either going or returning, are invited to stop off at Philadelphia and visit our nurseries at Riverton, New Jersey, where they are certain to find many interesting subjects.

At this writing out-door stocks promise to be exceptionally fine, particularly Cannas, Dahlias, Phloxes and our extensive assortment of Hardy Perennials, of which a great many should be at their best at this time.

Our representatives, Messrs. Karins, Goudy and Ruppert will be in attendance at the Convention and will be pleased to give detailed information.

## HENRY A. DREER

714-716 Chestnut Street Philadelphia, Pa.


States Marine Band in attendance. This is, without doubt, the finest military band in the country, and opportunities to enjoy its music are somewhat rare.

In addition, there will be bowling, golf, and shooting tournaments. All-in-all, it seems that there will be no lack of entertainment.

Following the report of the chairman of the Publicity Committee, Henry Penn, to be presented at the Washington Convention, a report on the status of the Publicity Campaign from a financial point of view will be made by George Asmus, which will undoubtedly prove of great interest to subscribers to the campaign. It is understood that this report will also touch upon the plans for a continuance of national advertising in the very near future.

A delightful automobile ride and luncheon is to be tendered the lady visitors; and it is possible that a trip to the home of George Washington at Mount Vernon, on the historic Potomac, will be arranged. Almost everybody will want to visit this charming establishment, and the boat-ride on the river will add materially to the pleasure of the trip.

### LADIES' SOCIETY OF AMERICAN FLORISTS.

The annual meeting of this society will be held in the Hotel Washington, Washington, D. C., Wednesday morning, Aug. 17, at 10.30 o'clock.

A meeting of the directors has been called for the same place and same date at 9.30 A. M.

We are hoping for many new members from this splendid co-operation on the part of the S. A. F. & O. H., and ask that you make every effort to come to Washington and enjoy the hospitality and good fellowship as a member of the L. S. A. F.

MRS. ALBERT M. HERR,
Secretary.


# "GET TOGETHER"

PRESIDENT HARDING'S phrase sums up the situation exactly —sums it up for every industry, including that of the florist.

The S. A. F. and O. H. CONVENTION has always been a "Get Together," a "get together" for the advancement of horticulture in general and the welfare of all. Fifteen hundred or two thousand delegates to the Convention at Washington would evidence co-operation in the best possible way. Will you be there?

Our own and our now famous slogan, "SAY IT WITH FLOWERS" is not only a slogan for the selling of more flowers but is a veritable call to us that as florists we live together in harmony —intermingling freely.

So I would say at this moment:—Be in Washington at the **"Get Together," August 16, 17 and 18,** and make the slogan, "SAY IT WITH FLOWERS" the keynote of all your advertising.

## A. L. MILLER

*Ex-Officio S. A. F. and O. H.* JAMAICA, L. I., N. Y.

# PEONIES FOR FLORISTS

## Twelve of the Best Varieties to be Used for Cutting

There have been many lists of the "best twelve" Peonies for cut flowers, but most of these have been made with the thought of varieties which could be obtained in large quantities at a low price. There is always the tendency to save money in the first cost, but progressive men in the trade realize that the greatest profits are in the higher grades of all kinds of merchandise. One can always find quotations for the ordinary, the first choice and extra fancy and these last prices usually vary about 50% above the first.

Look through the market in June and you will find it crowded with soft blossoms of "Fragrans" and "Queen Victoria." The time is coming when customers will call for Peonies by name as they call for roses, because the public is fast becoming educated to know the names. Of course, such an outstanding variety as Festiva Maxima will always remain in favor and probably Edulis Superba as an early pink will hold its own, but many in the list below are seldom seen in the cut flower market.

| White | Shell Pink |
|---|---|
| Early | Early |
| Festiva Maxima | Therese or Octavie Demay |
| Midseason | Midseason |
| Avalanche | Venus |
| Late | Late |
| Baroness Schroeder | La Perle or Germaine Bigot |

| Rose Pink | Crimson |
|---|---|
| Early | Early |
| Edulis Superba or M. Jules Elie | Richard Carvel or Augustin d'Hour |
| Midseason | Midseason |
| Lamartine (Calot) | Felix Crousse |
| Late | Late |
| Mme. Emile Galle | Masterpiece |

This list may be the object of criticism as the best, but they are all first class flowers and ones which will be in demand for years to come. A smaller quantity of the higher priced varieties may be grown and divided in three or four years, when the grower will have a stock of plants from which he can produce the "extra selected" blooms.—Winthrop Thurlow.

### NEWS NOTES

Robert C. Harris, the well known florist of Somerville, Mass., has recently purchased a handsome new delivery truck. Mr. Harris reports that for several weeks this spring he was obliged to work night and day to keep up with his orders for wedding and funeral flowers.

Contract for the erection of a greenhouse at Buttonwood Park, New Bedford, Mass., has been awarded to the F. E. Earle Co., of that city, the price being $8,666.



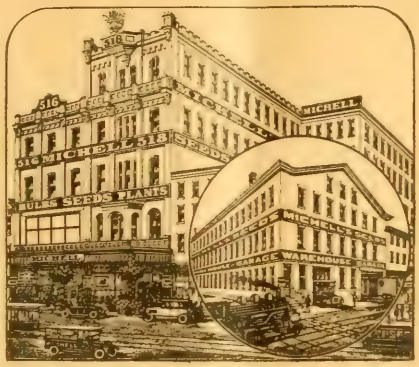
A Field of Festiva Maxima Peonies

## George Watson's Corner

"You in your small corner and me in mine."

A new white gladiolus from Cincinnati has been on exhibition in Philadelphia recently, and has excited much favorable comment. It is a cross between America and May and produces pure white flowers without any tinge of orange—or sprinkle of other color on the lower petals. It is a real pure white, and the stamens are scarcely noticeable. The stems are long and vigorous, with twelve to sixteen flowers, and these last nicely from ten to sixteen days in development. The raiser, Mr. Pomert, says it is the best grower and producer in the field, alongside of all other whites, and the cut flowers when sent to market have always had the first call and brought the best prices. We have been having some very magnificent gladioli coming to the Philadelphia market this season—whites as well as other colors—which for size, form and finish we have never seen surpassed, so that when our Cincinnati novelty is put alongside, it does not seem so wonderful; but if the point made in regard to its prolific bearing is considered it may be a winner—even in the champion field race—for dollars always count in the long run as to which variety will survive. We expect to get another exhibit from Mr. Pomert this season, and we have told him that he must not judge the Cincinnati market too liberally as a criterion—for the Philadelphia, New York and Boston markets have really been showing us some wonderful gladioli in recent years. This may sound a little like the "you've got to show me" of the boy from Missouri; but it does not mean quite that. In fact, quite the opposite. We are really anxious to be convinced, and will be glad to hear Mr. Pomert's own side of the proposition. We are for the advancement of horticulture and horticulture knows no latitude nor longitude, king, country, tradition nor government. It is world wide and untrammeled. So let us see and hear a little more of your new white, Mr. Pomert.

And talking about gladioli, the best of them seem to be in their glory in July, and there does not happen to be any flower show in July to speak of where they could be seen at their best at some point in the northern central eastern states. Why not get




The House of MICHELL

extends a cordial invitation to every florist, seedsman, nurseryman and others to visit our establishment in Philadelphia, en route to or returning from the Convention. You will find it an up-to-date combination of modern merchandise, aggressive methods and courteous treatment, coupled with a hearty welcome.

At the Convention you will find us represented by a large display of goods in charge of A. F. Eilers, J. H. Bockman, D. J. Keohane and Chas. A. Goudy. They will lend you any assistance in their power and they will be glad to do business.

MICHELL'S SEED HOUSE

518-516 MARKET ST., PHILA., PA.

up a good gladioli show in Philadelphia, New York or Atlantic City in July. We would be astonished and delighted, and the glorious gladiolus would shine!

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The convention in August is a good time for some things—asters for instance; but many of our best gladioli are passed by that time. So a July show for the gladiolus would seem to be in order. Let us give the Glads the Glad Hand!!

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The Battles windows are always up to date, and even in midsummer have interesting oddities interspersed with the regular staples. We notice, for instance, that rarely seen gem, the Monkshood (Aconitum napellus), a stinky, blue, fairy gem, of the loveliest dark shade of blue, a shade of the deepest and purest, unequalled probably outside some of the varieties of Delphinium. There also we are charmed with that odd and dainty annual Love-in-a-Mist (Nigella Damascena) which we seldom see in a florist's window. All these odd touches attract the public and are good advertising. H. H. Battles is an adept in that line, and is always giving us something to look at out of the ordinary.

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Hosea Waterer is enjoying a well earned holiday in England, renewing acquaintance with the scenes of his early boyhood days. He is accompanied by his son, Harry. His business in Philadelphia is being well looked after in the meantime by his son, Tony, who reports business unusually brisk for the season, having booked some big orders for permanent pasture and lawn and golf courses.

Mr. and Mrs. J. D. Eisele left on an extended vacation trip on the 2nd inst. They expect to spend some time in California and other points of interest on the Pacific coast.

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"The Bright Spot," that's what Robert told us we should say, in telling his story to our readers. It was a happy thought—for the Craig place at Norwood is really a "Bright Spot" in the horticultural world around Philadelphia. It never looked better than on the occasion of our last visit (July 27), and the heads of the different departments, the expert growers in the various classes, and the management generally, show up-to-the-minute ability in all directions. We certainly must take our hats off to the Craig boys this year, for they have the best grown and best finished stuff we have ever seen on their place at this season of the year. Forty thousand Areca lutescens—just think of it—all sizes—and in the pink of condition. You won't see another such galaxy in the United States, no matter where you go.

And their Phoenix Roeblin are also fine. They have a batch of seedlings also of this now prohibited beauty that will be heard from as the years roll by. Pandanus Veitchi is in the pink of perfection and occupying much space; clean, shining, perfect; we bow to the fine showing as we walk along. As for the ferns: we must not begin to enlarge on them in this brief review. Teddy Junior is perhaps the biggest favorite, although Scotti still holds a strong niche in public esteem. Norwood is coming to the front among the newer types, and they find it difficult to keep pace with the demand. The Verona, the lovely lace leaved variety, is also a comer, and holds a place all by itself. If you don't know Verona, get busy. She's a dainty, graceful, strong, robust, lasting, beautiful and altogether much to be desired creature. Sells on sight. They all want her. As to the cyclamen vistas they look fine; but this is no time to talk about them. Wait until nearer Christmas. The same as to Poinsettias and Ericas, and things like that. They are fine and interesting, but they can wait. Pride of Newcastle, one of the Lorraine type of Begonia, is an exception. It blooms all the time, Robert says. As for the Crotons, Dracenas, and things like that, they are there in all their glory; but enough has been said for the present to whet your appetite for a visit to "The Bright Spot."

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J. O. Zipperer is the latest recruit to the Peacock Company sales forces. He will be on outside service mostly, and will cover the territory of Mr. Price, who has taken up another line. Our friends in the trade will find Mr. Zipperer a mild and pleasant young gentleman, and we bespeak for him a kindly welcome on his first trip.

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Recent visitors include P. Joseph Lynch, Indianapolis, Ind.; Edward H. Flood, vice president, Johnston Brokerage Co., Pittsburgh, Pa.; W. H. Small, A. W. Schisler Seed Co., St. Louis, Mo.; H. L. Holmes, Jr., Holmes Letherman Seed Co., Canton, O., and Robert Pyle, Conard & Jones Co., West Grove, Pa.

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Harry Dawson, of the Eastern Nurseries, at Holliston, is recovering from a severe illness. Mr. Dawson is the son of the late Jackson Dawson of the Arnold Arboretum.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I am rather pleased to see that Mr. J. K. Alexander, of East Bridgewater, Mass., is featuring the famous Hollis peonies which he bought about seven years ago. The late George Hollis, of South Weymouth, Mass., was one of the men who helped to make New England the center of the country's peony growing interests. It is true that he was not always over particular in regard to keeping his varieties straight, and many of his introductions were practically duplicates. At the same time he gave peony lovers a number of remarkably fine kinds, and his name will go down in history as one of the most notable of the early peony specialists.

Mr. Alexander is to be congratulated on having come into possession of the Hollis stock. This stock was acquired three years after Mr. Hollis's death, and some of the labels had been lost. For that reason it has taken Mr. Alexander some time to get the collection properly named and to make certain that those already named were true. Even yet he is not ready to offer some of the best of the Hollis varieties, but will have the collection thoroughly marked up within another year or two.

In the list now being offered I notice such varieties as Admiral Togo, Attraction, Beauty's Mask, Hity Tity, Mary A. Livermore, Welcome Guest, and Standard Bearer.

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Although there are several famous peony growers in others parts of the country, men having large collections, yet there is no doubt, I think, that peony growing is carried on more extensively in proportion to the population within a two-hundred-mile radius of Boston than anywhere else in the world.

Peonies seem to thrive especially well in New England soil, although possibly they may not take on quite as much size as in some of the western fields. One thing is certain. There never was so much interest in peony growing, and this interest seems to be increasing every year.

Lee R. Bonnewitz, former president of the American Peony Growers' Association, is a man of original ideas, as is shown by the bulletins which he gets out at his own expense, making comments on other people's as well as on his own. In his report of the recent show at Boston, he has this to say about the exhibition of the Cherry Hill Nurseries, which was the outstanding feature of the show:

"As you have noticed in the published reports of the show, T. C. Thurlow's Sons, of West Newbury, Mass., exhibited ten times as many blooms as all the other exhibitors combined, and the thanks of the society are due them for the great expense in time and money which they went to, in order to make this show all it could be made. They told me they could have done much better a week or ten days earlier, and I feel sure that the blooms that they would have shown us at that date would have been a great deal finer than the ones we saw, because many of the choice varieties had been kept in storage for this occasion. I was greatly pleased with their peony, Mrs. C. S. Minot, and I hope to have it in my own garden. It is not a very full peony, but it is more charming than if it were too heavily loaded with petals. Its color is pink of lilac tone and I do not know of any other peony with which to compare it.

"Mrs. Havemeyer, E. C. Shaw and President Wilson, three of their new seedlings, look to me to have great merit. Of the entire display of Thurlow seedlings, President Wilson appealed to me as being the best, possibly because I had seen some most excellent blooms from it in my own garden. It retains its pink until the last petal drops and it holds its form and shape better than ninety-five per cent of the peonies I know. I predict that both it and the new Dessert peony, Jeannot, will get into the prize-winning class in the near future. Of the newest peonies these two pleased me most."

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When members of the Massachusetts Nurserymen's Association visited the Framingham Nurseries recently they found a generous planting of Daphne cneorum in full bloom. There seemed to be two distinct strains of this Daphne, and I was glad to find that the most desirable kind was being distributed. One form of the Daphne cneorum blooms only in the spring. The other form, and the one which is most desirable, blooms all through the season, and likewise has better foliage than the former sort. I have seen this same Daphne at the Blue Hill Nurseries, and if I am not mistaken most of the stock has come from the Adams Nurseries at Springfield, Mass. If Mr. Adams has a large amount of this Daphne, he is very fortunate, for it is a plant which sells very readily, providing the customers can be assured that it will bloom throughout the summer. Its appeal lies not only in its dainty coloring but also in its fragrance, which is most delightful.



**Peony La Couquette**

# SWEET PEA SEED

For August to December Delivery
WINTER-FLOWERING ORCHIDS

During the past season we have made a special study of Sweet Peas and have selected varieties best for the Commercial Grower that the market affords, and we have every reason to believe our seed is as true to name, color and type as any offered.

OUR DESCRIPTIVE PRICE LIST WILL BE SENT ON APPLICATION

| PINK SHADES | Oz. | ¼ Lb. | Lb. |
|---|---|---|---|
| Peach Blossoms, 1921 novelty pkts. only 50c | | | |
| Early Helen Lewis | $1.00 | $4.00 | $12.00 |
| Flamingo | 10.00 | | |
| Primrose Beauty | 1.00 | 3.00 | 10.00 |
| Loveliness | .75 | 2.50 | 8.50 |
| Daybreak | 1.00 | 3.00 | 10.00 |
| Rising Sun | 1.25 | 4.00 | 14.00 |
| Early Gem | 1.50 | 5.00 | 18.00 |
| Gypsy Maid | 1.25 | 4.00 | 14.00 |
| Sunburst | 1.00 | 3.00 | 10.00 |
| Mrs. A. A. Skaach | .75 | 2.50 | 8.50 |
| Miss Flora Fabling | .75 | 2.50 | 8.50 |
| Belgian Hero | 1.00 | 3.00 | 10.00 |
| Rose Queen (genuine) | 1.50 | 6.00 | 18.00 |
| Morning Star (genuine) | 1.00 | 3.00 | 10.00 |
| Yarrawa (Australian) | .75 | 2.50 | 8.50 |
| Early Empress | 1.00 | 3.00 | 10.00 |
| Early Melody | 1.00 | 3.00 | 10.00 |
| Pink Beauty | 1.00 | 3.00 | 10.00 |
| Enchantress | 1.00 | 3.00 | 10.00 |
| Rosebud | 1.00 | 3.00 | 10.00 |
| Fordhook Rose, Improved | .75 | 2.50 | 8.50 |
| Splendor (Burpee) | .75 | 2.50 | 8.50 |
| Fordhook Pink and White | .75 | 2.50 | 8.00 |
| Christmas Pink Orchid | 1.50 | 5.00 | 18.00 |
| Pink and White Orchid | 1.00 | 3.00 | 10.00 |

| ORANGE AND YELLOW | Oz. | ¼ Lb. | Lb. |
|---|---|---|---|
| Apricot | $1.50 | $5.00 | $16.00 |
| Orange Beauty | 1.25 | 4.00 | 14.00 |
| Dazzler | 1.25 | 4.00 | 14.00 |
| Gorgeous | 1.75 | 6.00 | 20.00 |
| Illumination | 2.00 | 6.50 | 22.00 |
| Early Fairy | 1.50 | 5.00 | 18.00 |
| **RED AND CRIMSON** | | | |
| Cherry Ripe | $1.25 | $4.00 | $14.00 |
| Fire King | 2.00 | 7.00 | 24.00 |
| Early King | .75 | 2.50 | 8.50 |
| **LAVENDER AND BLUE** | | | |
| La Marquise | $1.50 | $5.00 | $18.00 |
| Lavender King | 1.00 | 3.00 | 10.00 |
| Princess | 1.00 | 3.00 | 10.00 |
| Early Heather Bell | 1.00 | 3.00 | 10.00 |
| Zvolanek's Blue | 1.50 | 5.00 | 18.00 |
| Lavender Orchid | .75 | 2.50 | 8.50 |
| Mrs. Chas. A. Zvolanek | 1.50 | 5.00 | 18.00 |
| Early Wedgwood Blue | 1.25 | 4.00 | 14.00 |
| **WHITE** | | | |
| Snowstorm | $1.25 | $4.00 | $14.00 |
| Early Sankey | .75 | 2.50 | 8.50 |
| Albatross | 2.00 | 6.00 | 18.00 |
| Watchung Orchid | 2.00 | 6.00 | 18.00 |
| Bridal Veil | .75 | 2.50 | 8.50 |
| White Orchid | .75 | 2.50 | 8.50 |
| Venus | .75 | 2.50 | 8.50 |
| Mrs. M. Spanolin | .75 | 2.50 | 8.50 |
| A-1 White | 2.00 | 6.00 | 18.00 |

## NEW GERANIUM

**Mrs. George E. Buxton.** Has every indication of being the best commercial double Geranium in the market. Very strong grower, producing exceptionally large trusses. A most beautiful shade of Bridesmaid Pink. Equally good for pots or bedding. Rooted cuttings, $15.00 per 100, $125.00 per 1000.

## GERANIUMS

| Rooted Cuttings—Ready Now | 1000 |
|---|---|
| S. A. Nutt | $30.00 |
| Ricard | 35.00 |
| Poitevine | 35.00 |
| Castellane | 30.00 |
| Buchner | 30.00 |

## HYDRANGEAS

| | |
|---|---|
| Avalanche | Mme. Auguste Nonin |
| Baby Bimbinette | Mme. E. Mouillere |
| Eclaireur | Mme. Maurice Hamar |
| E. G. Hill | Mont Rose |
| Etincelant | Radiant |
| Gen. de Vibraye | Souv. de Mme. E. Chautard |
| La Perle | Souv. de Lieut. Chaure |
| Lily Mouillere | Souv. de Mme. Victor Raoult |
| L'Islette | Trophee |
| Louis Mouillere | |
| Mlle. Agnes Barillet | |
| Mlle. Rene Gaillard | |
| Mme. Legon | |

Our plants this season are stronger and healthier than we have had before and the assortment of varieties is perfect.

| | 100 |
|---|---|
| From 5-in. pots | $50.00 |
| From 6-in. pots | 75.00 |
| From 7-in. pots | 100.00 |

## REX BEGONIAS

2¼-in. pots.

All the best varieties, mixed, ready August 1st. $14.00 per 100, $125.00 per 1000.

| BEGONIAS | 100 | 1000 |
|---|---|---|
| Mrs. M. A. Patten, 2¼-in. | $8.00 | $75.00 |
| Mrs. Patten, 3-in. | 15.00 | |
| Pride of New Castle, 2¼-in. | 10.00 | 90.00 |
| Chatelaine, 2¼-in. | 7.50 | 65.00 |
| Chatelaine, 3-in. | 15.00 | |
| Chatelaine, 4-in. | 20.00 | |
| Lorraine, 2½-in., top cuttings | 26.00 | |
| Cincinnati, 2½-in., top cuttings | 26.00 | |
| Mellor, 2½-in., top cuttings | 26.00 | |
| Peterson, 2½-in. | 26.00 | |
| Mellor, 4-in., leaf cuttings, exceptionally good | 80.00 | |

## C. U. LIGGIT, *Wholesale Plantsman*

BULLETIN BUILDING PHILADELPHIA

NEW ENGLAND OFFICE L. J. REUTER in charge 15 CEDAR STREET WATERTOWN STATION, BOSTON


Nurserymen are reporting an increasing call for Andromedas. Formerly these plants were seldom seen, but landscape architects are now using them extensively and nurserymen are growing them in generous quantities in anticipation of that demand, which they feel certain will become very strong in the future. I have been surprised at the amount of Leucothoe catesbaei which I have seen in the different nurseries within the past few weeks. Few people realize the beauty of this plant in winter, but the public will surely buy it when it comes to know it better. The thick green leaves make a fine under cover in summer and brighten the landscape splendidly in winter when they turn a rich bronze. This is a splendid evergreen to use for edging the rhododendron or azalea beds, and is delightful as grown in the Arnold Arboretum along the banks of a running stream.

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The members of the American Dahlia Society will be sorry to learn that Secretary E. C. Vick has had to resign in order to attend to his own business. He has given much time and effort to upbuilding the society and his work has been appreciated. While his loss will be felt, however, the Dahlia Society has its face set towards the sun, and will go forward to an even greater degree of prosperity. President Richard Vincent, Jr., says that the society is working up a wonderful show for New York City this coming fall, and as whatever Mr. Vincent sets his hand to usually proves a success, this show will doubtless be well worth seeing.

According to President Vincent, Mr. William J. Rathgeber, of New Haven, Ct., will act as secretary and treasurer until the annual election of officers, September 28. Mr. Rathgeber is well versed in the work, having been secretary of the New Haven society for a number of years. His address, in case any dahlia grower desires to write to him, is 198 Norton St., New Haven, Ct.

THE ANNUAL MEETING
of the
Florists' Hail Association of America
will be held at
CONVENTION HALL
WASHINGTON, D. C.
at 9 A. M. sharp, on
August 17th, 1921
JOHN G. ESLER, Secretary

Caras Bros. have purchased the Missoula, Mont., greenhouses, but the nursery stock is being retained by D. A. Brown. This establishment was formerly owned by Charles Dalmas, and is one of the largest in Montana, with 50,000 square feet of glass. It is said that many improvements are to be made at the greenhouse plant.


# McHUTCHISON

& Company Offers

IMMEDIATE SHIPMENT

VALLEY PIPS, Dutch or German type, in case lots of 2500 pips.
LILIUM MAGNIFICUM, 9-11", from N. Y.
KENTIA BELMOREANA and FORSTERIANA SEEDS in bushel lots.
BAMBOO CANES, natural and dyed green, all sizes, bale lots.
RAFFIA, natural and colored, 25 lbs. up.

FALL SHIPMENT

DUTCH BULBS, Tulips, Hyacinths, Narcissus, etc.
MANETTI STOCKS, English, French, Dutch.
VALLEY PIPS, German or Dutch.
CHINESE SAKED LILIES, "Selects."
JAP. LILY BULBS, F.O.B. New York, Chicago, Toronto, Denver, Seattle, etc.
FRENCH BULBS, Paper Whites, Roman Hyacinths, etc.
CALLA Aethiopica, Godfrey, Elliottiana.
T. R. BEGONIAS and GLOXINIAS, all sizes and colors.
IRIS Tingitana and Spanish.
DRACAENA CANES.

Write for prices stating your requirements

McHUTCHISON & COMPANY

95 CHAMBERS ST. NEW YORK



*Orders for Kansas City*

AND ALL POINTS WITHIN
REASONABLE DISTANCE

*Florists' Telegraph Delivery Service*

ALWAYS PROMPT AND RELIABLE

*SAMUEL MURRAY*

1017 Grand Avenue, Kansas City, Mo.

## SPECIAL NOTICE



Our representatives are now calling on the flower trade with a superb line of Fancy Baskets in all shapes and sizes made especially to our order and representing the latest color ideas and most up-to-date patterns. Also the same in Exclusive Ribbons and other florists' supplies. This is a good time to make your arrangements for the new season now approaching. Drop us a line and our representative will call.

*Those attending the Convention at Washington are cordially invited to inspect our Exhibit there and get an idea of the line of goods we handle.*

**S. S. PENNOCK COMPANY**

**THE WHOLESALE FLORISTS OF PHILADELPHIA**

NEW YORK 117 W. 28th Street | PHILADELPHIA 1608-1620 Ludlow Street | BALTIMORE Franklin and St. Paul Streets | WASHINGTON 1216 H Street

EXCLUSIVE FLORISTS RIBBONS AND SUPPLIES


## THE LATE JOHN FARQUHAR.

### Tribute to the Memory of an Unusually Able Man

John Farquhar was a man of very unusual ability. He had the advantage of great opportunities as to education; as to early training in horticulture with his father at Fyvie Castle; in the seed trade in Aberdeen with Benjamin Reid & Co.; and later as to botanical and historical research in Chiswick; so that when he hit the high pitch of the new world in Boston he was the unheralded king—for king of the horticultural trade he became, during the next thirty-five years—not only in Boston but to a large extent all over the United States—and all over the world. He was a great traveler, and visited every habitable part of the globe, with a keen eye out for anything new or good that would add to the charm and beauty of our northern hemisphere. He not only did things himself but he encouraged others in the same line.

And, added to all these good points, he was what many of our scientific men are sadly lacking in—a good mixer among the common people. He was broad-minded about everything, and was not cursed with the narrow prejudices about trivial things which so hamper the onward march and influence of many other able men.



The Late J. K. M. L. Farquhar

John Farquhar was always a man among men, and never forgot the high ideals to which we all are devoted; yet he could mix with the common folk in their merriments and be one of them, and by that same token never forgot when all was said and done—to say or do something to lead that same unthinking crowd on to something which led towards the high and the beautiful. He would sit up nights; he would travel from one end of the country to the other; he would forget his business; he would forget his family; he would forget everything in that one grand and holy enthusiasm of **"spreading a love of the beautiful in nature among the common people."** That is his crown of glory now that he has gone to rest with his fathers, and we, who are left behind, take off our hats, and bow in holy reverence, and say, God bless his soul. May he rest in peace for evermore, and in everlasting bliss!

GEORGE WATSON.

Three greenhouses have been torn down by the Pahud Floral Co., of Indianapolis, and a new house, 150x24 feet, is being erected. This plant was established by Alfred Pahud 35 years ago, and from one house has increased to fifteen. The business was bought by Mr. Pahud's sons, Charles and Harry, and his daughter, Mrs. Louise Pahud Asperger, some two years ago.



Showing the Rolling Character of the Nursery

# Where Quality Comes First

## A Visit to the Famous Cherry Hill Nurseries at West Newbury, Mass.

Readers of Horticulture who have been following the advertisements of T. C. Thurlow's Sons, Inc., may have formed the opinion that the Cherry Hill Nurseries of West Newbury, Mass., grow peonies exclusively. This is by no means the fact. While this nursery has, undoubtedly, the largest stock of high grade peonies in New England, if not in the United States, peony growing is only one branch of the extensive business which this concern carries on. In point of fact, fine evergreens are as much a specialty as are the peonies themselves.

There are, of course, large blocks of deciduous trees and shrubs, but the evergreens are what appeal first to the visitor. It is not that the Cherry Hill Nursery endeavors to grow a great quantity of material, although with nearly three hundred acres of land available there is ample space. Quality is the dominant note. The company's business, which has been trebled in the last six or seven years, has always been based on quality, a fact which is readily understood when one walks through the fields and views the trees as they stand in the nursery rows.

Mr. D. C. Stranger, the general manager, is much more modest in his claims than would seem to be warranted by what he has to show; and the two Thurlow boys, Winthrop and George, impress one as determined to let their accomplishments speak for them. I have always found that there is most to be proud of on a place which is least boasted about by those in charge, and so it is at Cherry Hill. The visitor is amazed on his initial visit at the amount of stock which he finds spread out at his feet. Perhaps it is the fact that the nursery is located on a series of hills and in the valleys between them which makes it especially attractive. It is not possible to get a broad view of most nurseries without going up in an airship, but here one can stand on a hill top and look down upon acres of conifers, rhododendrons, azaleas and other nursery stock. The very name of the nursery suggests its rolling character, although most of the cherry trees themselves have long since perished.

What first attracts the attention of visitors is the series of hedges and wind breaks which surrounds many of the fields. As a matter of fact, people have come from long distances for the sole purpose of seeing these hedges, some of which are over fifty years old. If these hedges and wind breaks could be set end to end they would extend for over a mile, and at least one of them is sixty feet high. Two of the peony gardens are entirely enclosed by evergreen hedges, for which reason they develop very early in the season. A large block of rhododendrons have the same kind of protection. From the way in which these hedges and wind breaks grow it is obvious that the land is especially well adapted to the cultivation of conifers.

Apparently it is just as well suited for broad-leafed evergreens, too, for rhododendrons, kalmias and andromedas thrive with the greatest luxuriance. The blocks of kalmias at this nursery are undoubtedly the largest in New England, and there are few nurseries, if any, where a greater number of rhododendrons can be found.

Visitors in the trade are sometimes surprised at the large plantings of andromedas here, but the fact is that the call for this handsome evergreen is increasing rapidly all through the country. Mr. Stranger and the Thurlow boys sensed this growing demand long before it became so evident and began to plan for it. What looked in a sense like plunging has turned out to have been simply an intelligent looking ahead.

Another plant for which the demand has increased very rapidly is Taxus cuspidata brevifolia. This also has been anticipated at Cherry Hill, where the largest stock in New England has been gathered together. The owners are now planning to meet the call for the upright form of the Japanese Yew, which is certain to come in a few years.

In this connection it is interesting to have the opinion of some expert growers on the much-discussed quarantine No. 37. I couldn't help asking Mr. Stranger what he thought of this embargo. His reply is illuminating.

"Quarantine 37," he said, "is going to be the biggest thing for horticultural interests and for American nurserymen that ever happened. It is going to interfere with the business of many nurserymen, no doubt, for the time being.



Fine Block of Young Maples



Ideal Location for Rhododendrons

It is going to cut the profits of nurserymen who have depended upon Europe for their stock. Likewise, it is going to make prices somewhat higher, but if we can look ahead ten years and visualize the situation as it will then exist, we can see that the interests of the trade and of the country itself will have been immeasurably benefited by shutting out these European products.

"After all," continued Mr. Stranger, "it is simply the repetition of an old story. Years ago we used to be told that Americans could not make machinery to compare with that which came from Europe. Now we not only make our own, but ship it abroad. It was the same way with bicycles and with other inventions. When we Americans are forced to use our own heads we can accomplish whatever we set out to do. Ten years from now, I believe, we will be growing far better nursery stock in America than we can possibly find abroad. Among the nurserymen who opposed this quarantine two years ago, there are very many, I am sure, who would now be loth to see it removed. They are taking advantage of it to build up a stock which will bring them in handsome profits in a few years."

Landscape architects as well as amateur gardeners are planting more evergreens each year. They want the winter effects that can be obtained only in this way. They are beginning to appreciate, too, the fact that stock large enough for immediate effects can be obtained without excessive cost. At the same time both landscape architects and the public are becoming more discriminating. They are unwilling to accept any kind of evergreen, but demand specimens which in shape, color and vigor match up to the highest standards.

That is a fact which was also sensed at Cherry Hill years ago. Competition in the future is to be measured by quality rather than price. The Cherry Hill Nursery is reaching out for buyers who want only the best. They are able to satisfy this kind of trade because they have been devoting themselves systematically to the production of stock which cannot be excelled. This fact was impressed upon me time and again. If there are finer specimens of hemlocks, Douglas spruces, red pines, Siberian, American, pyramidal arbonitaes, and red cedars to be found anywhere in the country, I have yet to see the place. There are plenty of these trees, too. In a single block of Douglas spruces there are eight hundred trees, six to eight feet high. There are magnificent specimens of hemlocks by the hundreds, and all the other evergreens for which there is a call in similar quantities.

I was greatly interested in one practice in vogue at this nursery because it is contrary to the usual rule. Here many of the evergreens, including the Douglas spruce and the red pines, have their leaders cut out. According to Winthrop Thurlow, experience at Cherry Hill has shown that this practice when intelligently done produces much bushier and handsomer trees than can be obtained by allowing the original leader to grow. The tree may be a little slower in making height, but is enough improved in appearance to atone for this fact.

With all their trees every effort is made to obtain a compact ball of roots which greatly facilitates transplanting and lessens the danger of a serious setback. One way in which this purpose is accomplished is to use fertilizers rather close to the trees instead of in the rows between them. Very little barnyard dressing is employed, but free use is made of pulverized sheep manure and bone meal. This, no doubt, is one explanation of the success which the Cherry Hill Nursery has in turning out evergreens with an unusually compact and vigorous root ball.

And lest it be assumed that there are only evergreens at Cherry Hill, let me mention in passing red flowering dogwoods, eight to fifteen feet high, which I saw by the hundreds, large blocks of maples, and various other deciduous trees. Also—and that fact should not be overlooked—there is a very extensive planting of Japanese iris.

The Cherry Hill Nursery was established in 1832 by the grandfather of the present Thurlow boys. As is to be expected in a nursery of this age, there are many very large specimens of trees. Wealthy visitors often covet these trees and are willing to pay long prices to obtain them. Not long ago $700 was offered for a magnificent Abies concolor standing in the yard adjoining the old Thurlow residence, but the offer was rejected. The tree is too much a part of the place to be parted with. Some months ago, however, a purple beech, weighing fourteen tons and requiring twelve horses to haul, was shipped all the way to Detroit. It was placed in a forty-foot box car and even then the top had to be doubled to make room for it. Along with this shipment went six other trees somewhat smaller in size. All are growing well and orders for other trees equally large have been received to be sent the same destination. An Abies concolor weighing twelve tons and measuring fifteen inches at the butt was delivered in good condition to a customer in Brookline. Very large trees have been shipped to Newport, Hartford, Springfield and other cities even more distant.



A Corner of the Exhibition Garden

And so this great nursery is serving its clients in many and varied ways, but always with the purpose to put quality above all else. Surely a worthy aim. E. I. F.

P. S. If you would be interested to have a Catalogue of the Cherry Hill Nurseries, one will be sent you promptly on request. And you will be welcomed as a visitor at any time, except on Sundays.
*Adv.*

# —HORTICULTURE—

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Flowers are sent to do God's work in unrevealed paths, and to diffuse influence by channels that we hardly suspect.—*Henry Ward Beecher.*

**Convention Days** While there are arguments against the holding of a convention like that of the S. A. F. and O. H. in mid-August, yet experience has seemed to prove that no better time of year could be chosen. To be sure, there is likelihood of very hot weather but, on the other hand, a winter convention might mean equal discomfort through extremely cold weather, snow blockades and other difficulties. Moreover, the summer is always a season of comparative leisure in the florist business. Then, if ever, the man who grows flowers and the man who sells them has an opportunity to travel around the country, getting acquainted with his fellow workers and broadening his vision.

There is nothing like a convention to stimulate the thought processes of a good business man, and when a convention is held in a city like Washington, it gives an unusual opportunity for combining both business and pleasure. Washington is never better to look upon than at this season of the year and, truth to tell, it often is no hotter in mid-summer than New York, Philadelphia or Boston.

The plans which have been made for the present convention are very comprehensive and well thought out. The program covers many very important subjects, and in spite of the fact that Washington offers so many opportunities for sight seeing, those who attend the convention will make a mistake if they miss any of the business sessions or the lectures. As the program is arranged there will be plenty of time for both lines of activity.

From the interest in the convention reported from all parts of the country it is evident that the S. A. F. and O. H. is stronger than ever in the esteem of the florist trade. It is a unique organization in many ways, one which no man or woman connected in any way with the floral trade can afford to ignore. Without doubt much good will come from the society's convention at Washington, and it is a foregone conclusion that those who attend will return to their homes better citizens, as well as better florists, for having spent a few days in the Nation's capital and in associating with the leading minds in one of the best lines of business in which any man can engage.

**Glutted Markets** One problem which has vexed florists ever since the business assumed anything like its present proportions is that of the glutted market. On another page in this issue of Horticulture a florist advocates giving away surplus flowers with a generous hand. We wonder to what extent other members of the trade will agree with him. We know of no other line of business where it is a custom for producers or retailers to dispose of their goods without charge except, perhaps, in a very limited way, like the famous bargain basements which some of the department stores maintain. Still, it seems almost criminal to permit a waste of flowers which have the potential power to bring happiness and joy to hundreds of persons.

The question to be considered, and one which deserves very careful thought, concerns a method by which surplus flowers can be taken care of in such a way as to prevent an entire loss, and yet without cheapening their value. The solution of the problem lies undoubtedly in some form of advertising. It is well known that in almost all other lines of trade the dealers use printer's ink freely to move a stock of goods which has accumulated on their shelves. How far this principle can be applied to the florist trade is a problem. It is not a new problem, either, for it has long been discussed in most of the leading cities of the country. The difficulty experienced in most instances has been the getting together of all representatives of the trade. Almost invariably certain individuals or firms have held back for one reason or another, with the result that the whole program has been disarranged.

The most forward step so far reported is that taken by the Allied Florist Trade Association of New York, which is now working out a very comprehensive plan which, if it can be put through, will do away to a large extent with glutted markets. It is proposed to have advertisements appear in the local papers whenever there is a surplus of flowers of one kind or another. This is only one feature of the plan, however. With it will be linked up various measures by which each florist can help to make these advertisements pay

**Speeding Up** Thomas A. Edison said something the other day of far more interest to salesmen than his widely discussed List of Questions. It goes as follows:

> "I have been through five depressions during my business life. They all act alike. This latest one acts exactly like all the rest. The men, who, if business fell off 66 per cent, increased their selling effort 75 per cent, managed to pull through as if there was no depression, and the efforts of such men tend to shorten the periods of depression."

Imagine what would happen in the business world if every florist, every manager, every salesman should read the above message and *believe* it and start out to *sell* it!

What a fine Fall and Winter season it would make. Let us all go to it.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
ALBERT H. AMLING CO., Maywood, Ill.
DUCKHAM-PIERSON CO., Madison, N. J.
ROWAYTON GREENHOUSES, Rowayton, Conn.
MILLER FLORAL CO., Farmington, Utah
WELLWORTH FARM GREENHOUSES, Downers Grove, Ill.
A. S. BURNS, JR., Spring Valley, N. Y.
ROBT. SIMPSON, Clifton, N. J.
CHAS. H. TOTTY CO., Madison, N. J.
NOE-RUZICKA CO., Madison, N. J.
WM. H. ELLIOTT CO., Madbury, N. H.
ANTHONY RUZICKA, Madison, N. J.
W. J. PILCHER, Kirkwood, Mo.
JOS. HEACOCK CO., Roeloffs, Pa.
WENDLAND & KEIMEL, Elmhurst, Ill.
JOY FLORAL CO., Nashville, Tenn.
ROBERTS ROSE CO., Denver, Colo.
GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. CODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## THE SUMMER FLOWERING TREES.

Here in the north not many trees except Lindens can be grown which flower in summer. These are all valuable, however, for they add interest and variety to parks and gardens at the season when the flowers of trees and shrubs are not abundant. All the summer flowering trees here are interesting, and the flowers of some of them are conspicuous. After the Lindens the first of these trees to open its flowers is the Sorrel-tree (Oxydendrum arboreum). This tree is the only representative of a genus of the Heath Family and one of the few genera of eastern American trees which is not represented in eastern Asia.

The Sorrel-tree is a common tree of the forests of the Appalachian Mountains from southwestern Pennsylvania southward; it grows also but less abundantly from southern Ohio and Indiana to northern Florida, southern Alabama and Mississippi and in eastern Louisiana. Growing under the most favorable conditions the Oxydendrum is a tree from fifty to sixty feet high, with a tall straight trunk sometimes twenty inches in diameter. The leaves are dark green, very lustrous and seven or eight inches long, and the bright scarlet of their autumn color is not surpassed by that of any other American tree. The leaves are pleasantly acidulous, a character to which the tree owes its vernacular name.

The white flowers, which are shaped like those of an Andromeda, are erect on the branches of spreading or drooping clusters, and these are followed by pale capsular fruits which are conspicuous in contrast with the brilliant colors of the autumn foliage. Here in the north the Sorrel-tree begins to flower when only five or six feet high, and it is not probable that it will ever grow here to the size this tree attains in the rich "coves" found on the lower slopes of the high southern mountains in which several of the trees of eastern North America grow to their greatest size. The Arboretum Sorrel-trees are planted among the Laurels (Kalmia) at the northern base of Hemlock Hill, and during the last two weeks have been covered with flowers.

Koelreuteria paniculata. This Chinese tree, which has been in bloom during the last ten days, is when in flower the most conspicuous of all the summer flowering trees which are hardy in this climate. It is a round-headed tree rarely more than thirty feet high, with large, compound, dark green leaves and large erect clusters of golden yellow flowers which are followed by great clusters of bladder-like pale fruits. This tree, which is hardy in Massachusetts, has been a good deal planted in this country, especially in the gardens of the Middle States. The Koelreuteria often appears in American nursery catalogues under the name of "Japanese Lacquer-tree," although it is not a native of Japan and has not lacquer-producing sap.

The Aralia Family supplies northern




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**

226 DEVONSHIRE STREET
BOSTON, MASS.

**GLASS CLOTH**

A transparent waterproof fabric as efficient as glass for hotbeds, coldframes, etc. Per sq. yd., 35c; 25 yds. at 32c, 50 yds. at 31c, 100 yds. at 29c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced.
TURNER BROS., Bladen, Neb.

BUY
SEED PACKETS AND
RETURN ENVELOPES
of
BROWN BAG FILLING
MACHINE CO.
Fitchburg, Mass.

**Garden Seed**

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

**S. D. Woodruff & Sons**

82 Dey St., NEW YORK
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Cedar Acres

GLADIOLI and DAHLIAS

Forcing Varieties Our Specialty.

Our Primulinus have no equal.

SEND FOR PRICE LIST

B. Hammond Tracy, Inc.

WENHAM, Box 2, MASS.

FERNS

POT-GROWN STOCK 2¼-INCH

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 10.00 | 95.00 |

Fern Runners $15 and $30 per thousand.

Plant runners now for your Easter trade and save express.

Henry H. Barrows

*Fern Specialist*

264 High St., Whitman, Mass.

CHARLES H. TOTTY

Chrysanthemums

MADISON - NEW JERSEY

POT GROWN VINES

HALL'S HONEYSUCKLE, 6-in. pots 3 ft. bushy staked plants, $40 per 100.
AMPELOPSIS Veitchii, in 4-in. pots, 3-yr.-old, staked, at $35.00 per 100.
AMPELOPSIS Crinkafolia, 5½-in. pots, at $35.00 per 100.

A. L. MILLER, Jamaica, N. Y.

plantations with three handsome trees which flower in August. The most interesting of these three trees, possibly because it is still the least known in this country, is Acanthopanax ricinifolium, an inhabitant of the forests of Japan and Korea, where it sometimes grows to the height of seventy or eighty feet and forms a massive trunk and great wide-spreading branches armed, like the stems of young trees, with numerous stout prickles. To the shape of the leaves, which somewhat resemble those of the plant which produces the fruit from which castor oil is obtained, this Acanthropanax owes its specific name. The leaves, which are nearly circular and more or less deeply five- or seven-lobed, and fifteen or sixteen inches in diameter, hang on long slender stalks.

The small white flowers are arranged in compact, long-stemmed clusters which form a compound flat terminal panicle which varies from twelve to eighteen inches in diameter and is well raised above the leaves. In the early autumn the flowers are followed by small black and shining fruits.

Of the trees growing in the Arboretum this Acanthopanax most departs in appearance from the trees of New England; and no other tree here is regarded with more curiosity. The largest specimen is growing by the side of the pond on the right hand side of the Meadow Road near its junction with the Bussey Hill Road; there is another large specimen in the mixed border plantation in the rear of the group of Viburnums near the junction of the Bussey Hill and Valley Roads. These trees have not before been more thickly covered with clusters of flower buds.

Stewartia pseudo-camelia, another summer-flowering tree, was among the first plants to reach the United States direct from Japan, and before 1870 was distributed from the Parsons Nursery at Flushing, L. I. It produces its pure white, cup-shaped flowers, which resemble those of a single Camelia, in August; the autumn color of the leaves is dark bronze purple, distinct from that of any other plant in the Arboretum and handsome and interesting; the smooth pale gray bark which separates in large pale plates adds, too, to the interest of this tree. There are two specimens on the upper side of Azalea Path.

A handsome dwarf Conifer. Among a large number of seedlings of the Carolina Hemlock (Tsuga caroliniana) raised at the Arboretum from seeds planted in 1881 two individuals are dwarf in habit. The smaller of these plants is now only ten feet high with a spread of branches of twelve feet, and the other is thirteen feet high with a spread of fifteen feet. They show no tendency to form a leader, and look as if they would continue to grow more rapidly in breadth than in height. In their wide-spreading and gracefully drooping branches they are more beautiful even than the well-known weeping form of Tsuga canadensis, which has usually been considered the handsomest of dwarf conifers.—Arnold Arboretum Bulletin.

Lily of the Valley

PIPS

Extra Fine Strain EXHIBITION Size

GERMAN "LUBECK" Pips From Cold Storage

Price, in cases of 1000, 500 or 250 each, on application

Send us your list of Perennials wanted for quotations

J. M. THORBURN & CO.

53 Barclay Street

NEW YORK CITY

VALLEY PIPS, $37.00 per 1000 and $19.50 for 500. LILIUM RUBRUM and LILIUM MAGNIFICUM $27.50 per case. LILIUM ALBUM $30.00 per case.

American Bulb Co.

172 N. Wabash Ave.
Chicago, Ill.

Thomas J. Grey Company

SEEDS, BULBS AND IMPLEMENTS, WHOLESALE AND RETAIL

Re-selected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street

BOSTON, MASS.

Reuben Blatchley is planning for a new florist shop in Meriden, Conn., opposite the Y. M. C. A. Building.

# S. A. F.&O. H. Department

## CLEVELAND NATIONAL FLOWER SHOW

The various arrangements for the forthcoming National Flower Show are developing in a most satisfactory manner. James McLaughlin, chairman of the committee on special premiums, reports that his committee is making good headway in its work. The first premium received was one from H. G. Berning of St. Louis, $100 to be used in the discretion of the National Flower Show Committee. The M. Rice Co. of Philadelphia offers a store display piece of the wholesale value of $50; and Max Schling, New York, offers a series of gold, silver and bronze medals.

In addition to the exhibitors already reported as having reserved space in the Trade Section are the following:

Zane Pottery Co.,—South Zanesville, Ohio.

Ideal Power Lawn Mower Co.—Lansing, Mich.

Vaughan's Seed Store, New York and Chicago.

H. Bayersdorfer & 'Co.—Philadelphia, Pa.

The Bayersdorfer reservation covers a most liberal space, so the firm may be expected to stage a most comprehensive exhibit.

JOHN YOUNG, Secretary.

## THE AD AND THE MAN.

He saw an ad from day to day
And muttered: I defy them;
Their flowers may be just what they say
But I'm not going to buy them.

As time wore on he made remarks
It would not do to mention,
For he was mad because that ad
Was forced on his attention.

But in a week, or two, or three,
He said: 'There's no denying
The way that ad gets hold of me—
The flowers may be worth trying.

For just about a fortnight more
He dared mere words to win him,
And then the ad completely had
Aroused the spender in him.

Next day he went into a store
And quietly expended
A few big iron dollars for
The flowers the ad commended.

He found they filled a long-felt need;
Their excellence surprised him.
And now he's glad because the ad
So deftly hypnotized him.

WE ARE MOVING

LILY BULBS

LILIUM HARRISII

WELL GRADED, SOUND BULBS

With almost a total absence of Cold Storage Giganteum Bulbs, Lilium Harrisii, this year, must provide our earliest blooms.

| Size | In case | Per case |
|---|---|---|
| 5- 7-in. | 400 | $60 00 |
| 6- 7-in. | 325 | 60 00 |
| 7- 9-in. | 200 | 55.00 |

PAPERWHITES

FIRST SHIPMENTS OF

French Paperwhites

ARE HERE

The crop is a short one. May we quote you these and other French bulbs?

Prices ready, first shipments on the way. Write us.

Midsummer List for Florists ready---Ask for it.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.

We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

WELCH BROS. CO., 262 Devonshire St., Boston

Tel. Main 6267-5948

We Are Headquarters for The BEST OF EVERYTHING in

PEAS, BEANS, CORN AND VEGETABLE SEEDS

Glad to quote for present delivery or on growing contract for future delivery.

JEROME B. RICE SEED CO. Cambridge, N. Y.

CARTERS SELECT FORCING BULBS

FREESIA, IRIS, LILIUMS, HYACINTHS, NARCISSUS AND TULIPS

All of finest quality at reasonable prices

CARTERS

Mid-Summer and Autumn Catalogue now ready

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C. R. BURR & COMPANY, MANCHESTER, CONN.

## BOSTON

As usual, Henry Penn is spending his vacation at Jamaica Point Camp, Belgrade Lake, Oakland, Me.

Mr. J. J. Casey of the Rosary has just returned from a trip to Bermuda, looking very hale and hearty. He says he had a good trip and found plenty of business waiting for him when he got home.

Theodore Borst, of the American Forestry Co., is spending most of the summer at Boothbay Harbor, Me.

## Every Day Will Be Sunday By and By

FIGURE IT OUT FOR YOURSELF

| | Days |
|---|---|
| Every year has | 365 |
| If you sleep 8 hours a day it equals | 122 |
| This leaves | 243 |
| If you rest 8 hours a day | 122 |
| This leaves | 121 |
| There are 52 Sundays | 52 |
| This leaves | 69 |
| If you have half-day Saturday | 26 |
| This leaves | 43 |
| If you have 1½ hours for lunch | 28 |
| This leaves | 15 |
| Two weeks' vacation | 14 |
| Which leaves | 1 |
| And this being Labor Day: No one works | 1 |

SO YOU DON'T WORK AFTER ALL

MEMBER F. T. D. Penn The Florist BOSTON, MASS.


### THE GLADIOLUS

The garden is resting; the bloom even of early July with late roses, sweet williams and larkspurs has gone, when the gladiolus come with their riot of color, from the soft yellows and terra cottas of the primulinus varieties to the dark purple of the Baron Hulot and the beautiful pink and red of the Mrs. Francis King.

This year, among some wild bulbs sent to us from Muldersvlei, South Africa, were some exquisite white gladioli which resemble the Colvillei variety, which includes the Bride. They were smaller than the hybrids of our gardens, very dainty and choice.

At Hillcrest we have succeeded well with our gladioli. We plant them about the tenth of April, eight inches deep in the ground. This deep planting keeps them erect when they blossom so that we need no unsightly stakes for their support. We keep a few bulbs to set in the ground where any fail to come up so that by the time they blossom we have an even row.

At Hillcrest our garden is planted for effects. In the early spring our wood road is beautiful with hepaticas, crocuses and narcissi. Then come many varieties of primroses, especially the Japanese, with its whorl of crimson, white or yellow blossoms. As June advances we have the lupines, pyrethrums, larkspurs, Canterbury bells and veronica, each in sufficient mass to make an effect. Early in July our garden was a blaze of color, but before the gladiolus blossomed it grew green.

That garden enthusiasts may grow the gladiolus to perfection, Mr. H. E. Meader of Dover, N. H., is to give a free lecture on the cultivation of the gladiolus at Horticultural Hall, Boston, on Saturday and Sunday, August 13 and 14, at three o'clock in the afternoon. At this exhibition the New England Gladiolus Society is to join with the Massachusetts Horticultural Society in showing many beautiful blossoms.

M. R. CASE.

Hillcrest Gardens, Weston.
July 26, 1921.

### PANSY GROWING IN OREGON.

Pansy growing is proving a profitable industry in Oregon. Steele's Pansy Gardens at Portland are known the country over and the Steele seeds go everywhere. Another grower is Col. Wm. A. Aird of Oregon City.

"The market for seed is the world," says Colonel Aird. "And we receive orders from Australia to India. Plants are shipped from California to Missouri, as well as supplying the local market."

Colonel Aird gives a great deal of the credit for the success of his planting to the Skinner system of irrigation. He says: "The photograph was taken last July. A little before that we had three days in succession of hot, dry winds, which would have completely ruined our seed crop but for the Skinner system. We turn the sprinkler system loose and the Pansies smile up at us for the cooling showers."

An ounce of seed will grow from 700 to 1,000 plants.

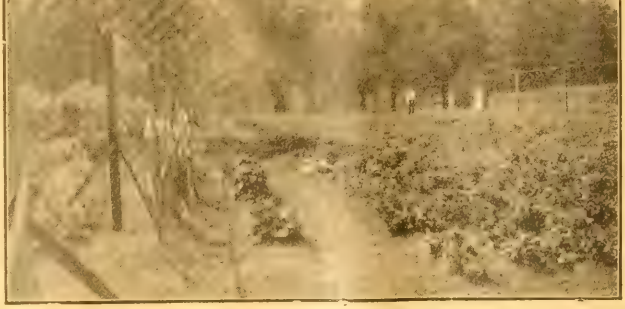
The average yield per acre is from 75 to 100 pounds of seed. This seed is worth $1.28 per pound, wholesale, and a great part of it is shipped east.

The plants are kept just one year and then are plowed under.

### MEET WITH ROBT. PYLE

Over a thousand persons were present at a meeting of the Chester County (Pa.) Automobile Club, which was held at "Rose Hill House," the home of Robert Pyle, president of the American Rose Society, while several hundred cars covered several acres of space in the field adjoining.

President A. P. Irwin acted as chairman, introducing first the host who warmly welcomed all to his home, and pledged his support to the organization.



Pansy Farm With Skinner System

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BEST CRESTED FERN
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**TREES PLANTS PLANTING**
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BRECK-ROBINSON NURSERY COMPANY
Lexington Mass.

The next speaker was Dr. W. P. Finney, of Lincoln University, who spoke on the benefits of good roads to that institution and told of the Memorial Arch, erected along Route 131, at which the President of the United States had seen fit to pause for a brief speech.

The main speaker of the evening was J. Horace McFarland, of Harrisburg, President of the National Civic Society, and one of the foremost exponents of a nation beautiful.

His speech, "What About the Country Highway," dwelt not upon the mechanical construction of the roads, but their appearances. He dwelt strongly upon the need of legislation preventing the heavier truck traffic that is a veritable competition with rail freights, that is ruinous to the roadway and makes the roads distasteful to travel. He spoke of the combined usefulness and attractiveness of planting the banks with trees or vines instead of allowing them to grow in underbrush and rubbish. Mr. McFarland described in glowing language the highways of his dream that he believed would eventually come true, and he backed up his plan for the need of proper pointer boards by telling that he had gotten lost at Cochranville on his way.

## IN BOSTON OR VICINITY

"Ralph Waldo, go this instant and cut a switch from that tree, for you have been naughty and I must punish you."

"Mother, you forget I am an advocate of forest conservation and as a matter of principle I cannot comply with your request."—Florida Times-Union.

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In All Sizes Held In Storage
(Send for Florists' Price List)
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BOSTON, MASS.

IMPROVED PURITY FREESIA BULBS READY NOW
½" to ⅝" $12.00 per M. 5,000 at $11.50 per M.
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Colored Freesias and Calla Bulbs, ask for prices.
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FOR THE FLORISTS' TRADE
Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials
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BUNYARD
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ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.
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### BOSTON NOTES

Mr. S. Robinson of the Boston Floral Supply & Snyder Company says that there is no truth in the report that he has left the concern to enter the bond business. He also says that the factory has not been closed and that business has been remarkably good all the season. As a matter of fact this company would like to find larger quarters in order to extend its business.

C. H. Tilton, the Everett florist, has closed his place of business during the month of August.

Miss Florence E. Palmer, daughter of F. E. Palmer, the well known florist of Brookline, was married August 3rd to Mr Dean Peabody, Jr., of Reading, Mass. The wedding took place in the Palmer home and the young couple left for a honeymoon trip motoring through New Hampshire.

Henry M. Robinson is spending his vacation at his country home in Green Harbor, Mass.

Frank Edgar of Waverley is to construct a new Lord & Burnham greenhouse of 200 ft. by 24 ft. The house will be divided into two sections with continuous ventilation on top and sides.

At the coming Gladiolus show at Horticultural Hall, August 13th and 14th, Mr. H. E. Meader of Dover, N. H., President of the American Gladiolus Society, will give a lecture each afternoon at 3 o'clock. The second annual exhibit of the New England Gladiolus Society will be held in connection with this show.

Another new flower store is to be opened in Back Bay about September first. The proprietor will be J. B. Fitzgerald, formerly with Thomas D. Clark and later with the Henry M. Robinson Co. The location which he has chosen is 23 Huntington avenue,

The J. M. Gasser Company
Cleveland
Euclid Avenue

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A. GRAHAM & SON
5523 Euclid Ave.
Will take good care of your orders
Members of F. T. D. Association

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Artistic Designs . . .
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We cover all Michigan points and good sections of Ohio, Indiana and Canada. Member Florists' Telegraph Delivery Association

Baum's Home of Flowers
KNOXVILLE, TENNESSEE
Personal attention given orders for Knoxville and East Tennessee
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## IGNORANT "EXPERTS."

### Gardenmen's Association Taking Measures to Curb their Activities.

The members of the National Association of Gardeners, who occupy the positions of superintendents and gardeners on the country estates located in Nassau County, Long Island, met at the Nassau County Club House, Glen Cove, Thursday afternoon, July 28, and organized as the Nassau County branch of the national association.

It was explained at the meeting by M. C. Ebel, Secretary of the National Association of Gardeners, that the purpose for establishing this branch is to create greater co-operation on the part of the local members of the national association, to protect their interests and those of their employers against the encroachments of the so-called "experts," who offer their services, ranging from an "advisory capacity" to that of "non-resident supervising manager" of an estate.

He stated that it has been his experience that most of these so-called "experts" possess a very limited knowledge of horticulture, their learning being confined to one or two phases of it, and that primarily theoretical, but this does not deter some of them from assuming complete control over an estate if the opportunity comes to them, sometimes superseding a superintendent who has forgotten more than the "expert" ever learned about gardening. This, of course, is humiliating to a gardener who has conscientiously, and apparently satisfactorily to his employer, performed the duties of his position up to the time the "expert" made his appearance. The circumstance is not in any way mitigated when the "expert" places a man on the estate whose record is a failure wherever he has been directly engaged as a gardener, to instruct the gardener in charge what to do, and supervise the work, because the "expert" himself does not happen to possess the ability to give the instructions. Nevertheless he accepts a fee on the pretense that he is thoroughly qualified to direct and su-

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JOHN H. DUNLOP
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Everything in Flowers
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pervise what he has undertaken to do.

Mr. Ebel further remarked that no sensible gardener would hesitate to co-operate with a reputable landscape architect in the developing or maintenance of an estate, and that one seldom hears of a member of that branch of the profession attempting to force a superintendent or gardener out of a position in order to install himself. He blamed the gardeners for the foot-hold some of these "experts" have secured and urged that the gardeners endeavor to gain more confidence among their employers so that the employer will consult more freely with them and rely on them in the upkeep of their estates.

A general discussion ensued which was participated in by James Duthie, John F. Johnston, Alexander Michie, Thomas Twigg, John R. McCulloch, Alfred H. Walker and others. It was the unanimous sense of those present that some action should be taken to acquaint the estate owners with the practice of some of the so-called "experts" who do not hesitate to resort to unscrupulous methods to establish a prestige.

Publicity was decided the best means to bring to the attention of their employers what the members are striving to accomplish to raise the standard of the profession.

J. W. Everitt of Glen Cove was elected chairman, and John R. McCulloch of Oyster Bay, secretary of the branch. Regular meetings will be held quarterly with special meetings at the call of the chairman whenever occasion arises to bring the members together.

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**Florists' Supplies**
We manufacture all our
Metal Designs, Baskets, Wire Work & Novelties
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Fresh Cut Decorative Evergreens
Highest Standard of Quality. Largest Stock in America. Write for Illustrated Catalog of Greens and Florists' Supplies.
119 W. 28th St., NEW YORK

ROSES ASTERS GLADIOLUS
Are the main features in the Cut Flower Market during this month.
We aim to have a good supply of flowers every day in the year.
It is to your advantage to place your business where you have an assurance your order will be filled.
Let us have a trial order.
THE LEO NIESSEN COMPANY



YOU GROW PANSY PLANTS FOR SALE?
DOUBLE YOUR PROFITS and SALES
BY PLANTING THE
NEW EARLY FLOWERING GIANT PANSIES

They are three to four weeks earlier than other Pansies, in coldframes or field; they have four or five large blossoms, when other Pansies planted at the same time are only showing bud. The richly colored, large, well formed flowers, on long, stiff stems, are very fragrant.

TRY SOME AND YOU WILL BE SATISFIED

4. **Jove.** Lower petals violet, upper one light blue.
5. **Mars.** Cornflower blue.
6. **North Pole.** Pure snow white.
7. **Woden.** Quite black.
8. **Helios.** Pure yellow.
14. **Winter Sun.** Golden yellow, with dark eye.
15. **Ice King.** Silvery white, with dark blue eye.
16. **Celestial Queen.** Light or sky blue.
17. **Charm of March.** Dark velvety blue.
18. **Mixed.** The above nine colors.

500 Seeds, 25c.; 1000 Seeds, Inc.; ⅛ oz., $1.10; ¼ oz., $2.00; 1 oz., $7.50.

For list and price of other Kenilworth Pansy Seed, see my ad of July 25

Chas. Frost
35 Cross St.
Kenilworth, N.J.

# NURSERYMEN GO A-VISITING

## No Lack of Rhododendrons and Hardy Azaleas Found in Massachusetts Nurseries

It is evident that there will be no lack of rhododendrons and hardy azaleas in years to come, notwithstanding quarantine No. 37. That fact was made plain at the field day of the Massachusetts Nurserymen's Association last Tuesday. A visit was made to three nurseries in the vicinity of Framingham, and broad leafed evergreens found to be growing in great quantities.

The start was made from Horticultural Hall in Boston at 10 o'clock. The first place visited was the Eastern Nurseries in Holliston. This is the establishment founded by the late Jackson Dawson, of the Arnold Arboretum, and is now in charge of Mr. Dawson's son and daughter, Harry Dawson and Laura Dawson. Although it has been difficult to keep the place up for several years, owing to lack of help, this nursery is now in a very good condition. As might be expected, it contains a number of plants not to be found in the average nursery. A collection of Sedums proved especially interesting.

What most impresses the visitors, however, was a heavy planting of native rhododendrons in a clearing in the woods. Probably there are five acres of these plants. All of them were collected and heavily cut back when they were set out. Some of them are now large plants, and all are very thrifty. There are two greenhouses here where much propagating of evergreens is being done.

The party next visited the two nurseries of the Little Tree Farms in Framingham. Mr. Theodore M. Borst and brother are especially enthusiastic over the second farm, established a few years ago, which is being developed largely for retail business. There is a general planting of evergreens, all very well cared for. At the new farm Mr. Borst has a packing and shipping house which excited the admiration of all who saw it. It is really an immense barn which was acquired in connection with a large estate recently purchased.

"It was this barn," said Mr. Borst to his visitors, "which sold me the place. There is a basement under the entire structure which is ideal for nursery purposes. The great house which was on the estate probably will be rented, perhaps for an automobile hotel, while the barn and land, which covers many acres, will be used for nnrsery purposes."

Mr. Borst is very much in favor of quarantine No. 37, and made his reasons plain. "It is impossible in many instances," he said, "to get the right kind of stock for the eastern states from Europe. Take for example the spruce. European growers want and buy seed from the Pacific coast, which gives stock best adapted to European conditions. This, however, is not the kind of stock which thrives in the eastern part of the United States. The kind which we need should be grown from the seed collected in the Rocky Mountains; and the way to get this kind of stock is to grow it ourselves. Nurserymen were loth to do this when home grown stock had to be sold in competition with that which came from across the water. Now they can go ahead confidently, and as a result a very much better class of trees for American planting will be sold to the American public."

From Little Tree Farms the automobiles proceeded to the famous Framingham Nurseries, of which Richard

EVERGREENS
Transplant Well

during August, September and October

We offer a large and fine stock of **Spruces, Pines, Firs, Junipers and Arbor Vitae.**

Let us quote on your wants or help you in making a selection for your special needs.

**The New England Nurseries Co.**

148 State St., Boston, Mass.
Nurseries at Bedford, Mass.

Tel. Richmond 169
Tel. Lexington 274

Send for Price List

Wyman is the proprietor. It was past noon when this establishment was reached, and 'Dick" Wyman, with his estimable wife, were ready to satisfy the hunger of their guests, having provided ample supplies of salads, ice cream and other refreshments. which were greatly enjoyed.

The Framingham Nurseries have long enjoyed a reputation for sending out stock of the highest quality, and a long tramp over the extensive fields revealed the reason. All the stock is very carefully grown under the eyes of experts, with the result that there are many thousands of specimen plants, evergreens being especially conspicuous. Much favorable comment was aroused by a big block of Taxus in different forms. Mr. Wyman has great faith in the future of these yews

Perhaps the feature of Mr. Wyman's work which impressed the visitors to the greatest degree was the propagation of new plants. Special attention is being given to azaleas and other rhododendrons, including a nice lot of Azalea poukhanense, which was introduced from Korea some years ago Mr. Wyman has a considerable stock of seedling rhododendrons which he is growing for color. He also has a planting of self-fertilized hybrids, the blossoms having been protected until the seed had formed. A very good proportion of stock true to name is expected to be obtained in this way.

Mr. Wyman is looking ahead to the future, and believes that it is worth while to work up a good stock of some of the newer things which have been introduced through the Arnold Arboretum and other agencies.

Another trip of inspection is to be made by the Massachusetts Nurserymen's Association the last of August when the Cherry Hill Nurseries, at West Newbury, and Harlan P. Kelsey's nurseries at Boxford will be visited.

### HANDLING CUT GLADIOLI

Blooming the spikes in the shade modifies the field colors, from bright shades and tints to delicate flushes and shadings, and also reduces the latter to the faintest tinges of color or white. This is well known to experienced growers. In case of hybrids, producing intense and deep shades of violet, purple, crimson and scarlet, as well as yellows and other bright colors, it is desirable that these brilliant combinations be preserved when the spikes are cut for decorative purposes. To insure this result, place the vases of highly colored tpes in the early morning sun for an hour or two daily, preferably after renovation and renewal of water.


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One of the causes of the popularity of the gladiolus as a decorative flower is the fact that it has no perfume. There are few flowers used for decorative purposes that are not distasteful to some one particularly in closed rooms, either from personal preference or painful association. When the pollen proves irritating to the tissues of the respiratory organs, as in the case of hay fever subjects, the anthers may easily be pinched out during the daily renovation, when the faded florets are also removed. This removal of the anthers is desirable in the highly colored types referred to, where the shed pollen dulls the brilliancy of the petals on which it may fall.


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# HORTICULTURE

Volume XXXIV AUGUST 25, 1921 Number 4



W. H. Wyman, Prop.
1894-1921

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NEPHROLEPIS ELEGANTISSIMA. Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

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DOUBLE WHITE KILLARNEY, OPHELIA and SILVIA, grafted. Nice plants, 3½-in. pots, $40.00 per 100.

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Nice plants, MRS. C. W. WARD, COTTAGE MAID, HOPE HENSHAW, MATCHLESS, ENCHANTRESS SUPREME, AVIATOR, $15.00 per 100.

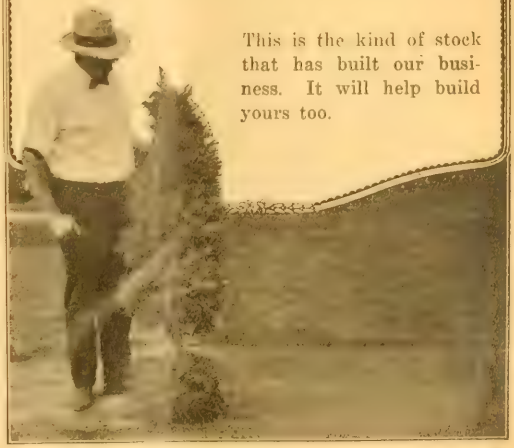
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### GERMAN BASKETS COMING IN

**Seventy-five Cases Received by the Henry Robinson Co., of Boston**

German made baskets for florists' use are beginning to arrive in this country. One of the largest shipments has just been received by the H. M. Robinson Co., of Boston. It consists of seventy-five cases and includes baskets in great variety. Mr. Charles Robinson, of the firm, said that the baskets were fully equal in quality to those which were obtained during the war. They come to the Robinson factory in natural colors and are there stained to meet the demands of the trade. Said Mr. Robinson:

"It is impossible to say what the future of this basket business will be. Everything depends upon what Congress does in regard to the tariff and rates of exchange. At present these baskets can be imported for considerably less than they can be manufactured in this country. As a result we can sell them for less than domestic baskets. We are not going to continue making baskets except along special lines when we can buy them cheaper abroad. It may be, though, that a high tariff will be placed upon foreign baskets so that they can be made as cheaply here. The value which the government will place on German money is also an important matter. At present the German mark is worth a cent and a half, but if an arbitrary value of four cents should be placed upon it, it would greatly increase the price of German made baskets in this country in addition to whatever tariff might be imposed."

Mr. Robinson says that it will be impossible to issue a catalogue until the status of imported baskets is finally decided because prices might change almost overnight. The present shipment, however, will be disposed of at very reasonable prices compared with what have been charged in the past. Even if the business of making baskets is cut down, the Robinson factory will still be continued, probably being devoted to the making of boxes.

### CONNECTICUT NURSERYMEN'S ASSOCIATION

A pleasant day, good eats and the largest crowd that ever atended a summer outing of the Connecticut Nurserymen's Association combined to make Thursday, August 18th, a memorable one in the annals of this organization.

The entertainment committee composed of Paul Hubbard and Walter Campbell made an effort to secure the use of the new State park at Madison. Lack of facilities at that place made it necessary to fall back on the old reliable place, Lake Compounce, at Bristol.

So, with few exceptions, every nurseryman with his family hitched up "old tin Lizzie" and hied himself over to Compounce where Messrs. Pierce and Norton did themselves justice with an old time sheep bake.

Of special interest on the program of sports was the ball game between two teams captained by President Gottschalk and Secretary Rippin. Rippin could not get his spit-ball working with the result that Gottschalk's team walked off with the game. However, it was hinted that the umpire might have been "fixed" as it was noticed that SHE was taking in all the attractions after the game and spending money like a "drunken sailor."

At a short business session it was decided to hold the annual winter meeting at New Haven. The "pep" instilled into the organization by its present officers is sure to reflect itself once more, by a record-breaking winter attendance.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIV AUGUST 25, 1921 No. 4

## THE TALK OF THE TRADE

The first of the shipments of bulbs are in. Dutch Golden Spur of excellent quality are of as much importance as anything on the list. The French stock includes Paper Whites, of course, Soliel D'Or, French Trumpets and French Romans. The situation on Paper Whites has not changed materially. It is true that the supply is not quite up to what was expected, with the price in consequence so high that flowers will be called upon to bring a top notch price or the growers will get but little margin. The other lines, however, have a fair chance of turning a reasonable profit to the grower. Bermuda Harrisi have been in for some time, and are of good quality. In fact, better than I have ever seen them. Considering the fact that there is practically no cold storage Giganteum stock around, the Bermuda bulbs are very welcome, and will fill in fine shape.

From my observation I believe that there is a larger planting of Godfrey callas this year than ever before. For some years past the growers of this stock, not only for local trade but for the wholesale market, have realized good returns. And from year to year the size of the bulbs has increased, and now we find bulbs being planted equal in size to the old standby, Calla Aethiopica, and it is also true that many growers have been able to get Godfrey flowers practically as large as the Aethiopica. In fact, they are totally as large as the market has any use for.

A trip across the northern part of Connecticut found the growers in good shape in every way, except that some were late with their carnations and decidedly short of stock. This, of course, as I have mentioned before, is a condition which prevails through New England in general.

Mum stock of these florists I found in fine shape. At Amden's Greenhouses, Putnam, Conn., there were several houses of very fine Bonnafon, strong heavy growth and full of promise for top notch flowers in season. Fortunately Bonnafon has been gradually developing a trait of starting in to flower along the first part of November and continuing pretty well through Thanksgiving and on to the early part of December. After the mid season yellows are out of the way there is hardly a yellow Mum that will take the place of Bonnafon

At Mr. Judd's greenhouses in Danbury, I found Golden Glow done equally as well. In a general way I find that this variety is not giving satisfaction with the growers, but Mr. Judd has them in top notch form. The foliage carried particularly good color for this time of year, the plants stood easily two and a half feet high, and they were as green and even a lot of plants as anyone could wish to find. He evidently had perfectly healthy stock and has shown the wisdom of carefully selecting his stock plants for propagating.

It isn't often that I run across a lot of double violets, at least in such quantity as I found at W. W. Thompson Co's, West Hartford. Their stock is very clean. All the plants are housed and give promise of a successful crop for this season. An experiment which I think will be particularly interesting for this year is a bed of the double violet Marie Louise, which are being carried over from last year's stock. At the present time they are in perfect condition, and unless some unusual complication arises in the way of weather conditions, I can see no reason why they should not carry through and give good results. It is an experiment and takes nerve to try it out, but, from what one can see now, I think Thompson Bros. are justified in making the attempt.

Saxe & Floto, in Waterbury, have their houses in good shape and have in the field quite a large block of particularly find Cleveland Cherries. The particular point of value is that they are not too large. They are well shaped, short, stocky plants that will just about fit into a 4½-inch or a 5-inch pot, and are heavily berried, with the berries showing well on top of the foliage. Cleveland Cherry isn't ordinarily a hard crop to handle. Most anyone can get them in the field pretty well berried in large sizes, but it isn't the easiest thing in the world to finish up a good plant in small and medium sizes, and that is where I think this lot is particularly good.

Field-grown carnation plants continue scarce, with practically no Morning Glow, Pink Delight or Benora available through New England, and all other standard commercial sorts



Laddie as Grown and Shown in England

are in only moderate supply, with a lot here today and taken up tomorrow There is nothing steady about the supply. It is to be regretted that there is no more stock of Morning Glow.

California grown bulbs of Iris are arriving. In fact, lots of Tingitiana and Filifolia have been delivered in the past week or two, and it is very pleasing to the growers that the size and quality of the bulbs is so good. I hope that the flowering results will be satisfactory because there seems good reason to look forward now to Iris and baby gladioli grown in California for the American market each season.

There has been more or less discussion as well as experimenting along the idea of carrying over carnation plants not only two years but more, and I have had occasion lately to see just how some of the carried-over stock is doing at this time. It's true that 't is very early in the year to attempt to form any opinion as to what the results will be, but it will be interesting to any carnation grower to know how they are starting out. Of course one can find plants of Laddie most anywhere which are being carried on. Some have been lifted, cut back and replanted in new soil, and others have been left in the same bed where they were growing last year and being carried on in that way. For rooted cutting purposes I believe that they are going to give satisfaction. I can see no reason why they should not, and I have seen some lots of Laddie which appear to be coming along with good promise as to flowering results.

I think the very best lot of carried over plants I have seen was two benches of Rosette which Mr. A. A. Pembroke, of Beverly, Mass., has in his large carnation house. They were as clean as any new stock could be. To have his plants in such condition, of course, called for careful attention. There is no spider on them, and this variety is carrying right now that same beautiful rich green sheen on the foliage that can be seen in the winter. I can see no possible reason why he cannot expect good flowering plants from these two benches of Rosette this winter. Mr. Amden, of Putnam, has a lot of carried over plants which he is undecided about. They may be left in, or they may be moved out, according to how they look when he gets finished with his other planting. But it is very certain that there is a lot of experimenting going on in this way, and my prediction is that we will find that some of our varieties will do well with that treatment.



Samuel S. Pennock, the New President of the S. A. F.

I am not surprised at all that the florists are pretty much discouraged with the results from their asters. Field after field of them are practically a total loss. I have heard it said that if asters are planted in new ground, there is good chance of eliminating the disease or trouble, whatever it is, but I know of several cases where a lot was grown on old soil and another lot right near to it on new sod ground freshly turned over this season and handled with all the care that was possible, and I could not see any difference at all. I wish it were possible to get down to the real cause of this trouble and some chance of avoiding it.

To tell the truth, about the only real good piece of aster plants that I have seen in a month's time, ranging from pretty well north in New Hampshire and Vermont, all the way through New England, pretty well in towards New York City, is a lot Harold A. Ryan, Inc., of Cambridge, has on old ground. I asked him how he had avoided the trouble, and he didn't seem to know that he had done anything but that he kept the stock growing from the time they were seedlings up to the time of flowering. I am now sure, however, that that is the answer. But it is positive that he has some very fine stock.

It has been one of the curious features of the business the past year that many florists have had an increase in trade. This has been the case with Samuel Murray, of Kansas City, who feels very well pleased with the showing made during the past season, in spite of the fact that there has been quite a reduction in prices. Mr. Murray says that he never has had a better stock to do business with, and probably the high quality of the goods which he always carries, and which everybody knows he has, is one reason for his success. He has been especially pleased with plant stock, including Cloxinias, Hydrangeas, Auratum and Rubrum lilies, and Begonia melior.

# Echoes of the S. A .F. Convention

Every detail of the 37th annual convention of the Society of American Florists at Washington last week went through smoothly and much feeling of satisfaction is expressed in what was accomplished. The election of officers was unanimous, and resulted as follows:

President, Samuel S. Pennock of Philadelphia.

Vice-president, Samuel Murray of Kansas City, Mo.

Secretary, John Young of New York City.

Treasurer, J. J. Hess of Omaha, Neb.

Directors: Wallace R. Pierson, Cromwell, Conn. Fred L. Atkins, Rutherford, N. J.

It was voted to hold the convention next year in Kansas City, Mo. The convention was opened by William F. Gude, owing to the absence through illness of his brother, Vice-president Adolph Gude.

## PRES. PENNOCK ACCEPTS

On his return from the Washington convention, Secretary Young received the following radiogram from President-elect S. S. Pennock, in reply to a cable message notifying him of his election:

"Essen: To John Young, 43 West 18th St., New York. My warmest appreciation of the confidence and honor tendered me. Best wishes to every one. S. S. Pennock."

## IMPORTANT RECOMMENDATIONS MADE.

### Address of President Roland a Noteworthy Effort

It was generally conceded that the address of President Thomas Roland, of Nahant, Mass., was one of the most comprehensive and important ever made at a convention of the S. A. F. It was especially valuable for the recommendations which it contained, showing deep study of the Society's needs and the best ways to meet them. Among the salient points in President Roland's address were the following:

It seems to me the future of Horticulture never looked brighter. Industry in general is very much upset, because of the backwash of the great war, and faces the future with uncertainty. Flowers, however, are a ministry, a solace and a pleasure—and in all these there are many phases of real abiding strength and comfort. For these reasons Horticulture may expect to be ever increasing, for it may be economical or expensive, ornamental or partly useful, and, therefore, it fits life under all conditions, in a way that perhaps may not be matched in another industry. Love for our profession is increasing rapidly, and this also makes our future satisfactory in outlook.

At the January meeting, in Washington, of your Board of Directors, it was voted, after very careful consideration, to discontinue the publication of the Society's Journal, and to issue an annual report. I hope the time may come soon when the Society's work will have the size and importance to justify a monthly journal. Such a publication would stimulate and sustain a keener interest in our activities. In the meantime I hope the Society will publish an annual brimful of such information that every member will feel he could not be without it as a book of reference. Such a book would be well worth more than the annual dues; and such a book is already achieved by one of our associated organizations dealing with roses.

I believe every one will agree with me in claiming that the Society has in its ex-presidents a group of men whose combined experience and devotion to our organization needs no proof and no trial—for each has already shown his value to us in his individual capacity as the head of our large Society. Here, in their experience and ability, is a so far untouched mine of skill. Let us tap it by establishing an Advisory Council composed of our ex-presidents. My suggestion is that this council would be set up only to consider definite and specific questions referred to it by the Board of Directors; and it would report their advice to the Board of Directors, who would use it as they chose in their own deliberations. In this way we would get the benefit of a deliberative body of great value to us.

I am very much in favor of a field worker—an efficient man spending all of his time going over the country, lecturing before local horticultural organizations, explaining what our great Society stands for and what it is doing and aiming to do for Horticulture in our country. I believe there can be no better way to add new members and to create new interest in our work and our organization.

I believe our Society can do no better work than to assist in planning and suggesting plans for making more and better use of what we have in scientific education in our profession, and for further improving it wherever it may be done. We should also encourage and assist young men to take this training in Horticulture—even providing scholarships.

We now have a fund of $50,000 which we consider a permanent fund. There is, however, nothing in the by-laws to this effect, and it is certainly wise to amend the by-laws so that there shall be a permanent fund and so that the principal of this fund shall not be used, but only the income.

The city of Cleveland is building a fine auditorium which it is intended to open formally with the great fifth national show. The exhibition building will be by far the finest and most suitable of any we have ever used for our purpose. It is a heavy undertaking, involving an expense of around $70,000.00, and the cost would be even greater were it not for the


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| Alexander Dumas | $22.50 |
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Fifteen fine varieties, all named, for $5, or eight for $2.50.

With each $5 collection I will give one plant of John Richardson free.

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REMINGTON, INDIANA

painstaking work, and for the time and energy, all so freely given by the committees chosen to serve you. It remains for those not on committees to show both interest and appreciation, both of their fellow members and of our exhibitions, by whole hearted help which alone can make this coming show the greatest horticultural event ever held anywhere at any time.

There is a campaign under way to double our membership before January first next. I feel this would be an easy thing to do if commercial horticulturalists of all sorts realized that our industry needs to be fully organized in order to keep the pace set by other industries. Our membership must be heavily enlarged if we are to carry on in a satisfactory manner, and to begin to fulfill some of our high aims for the future, and to do the great work we are expected to undertake.

Remember also our trade exhibits—got up by men and companies who work not alone for money profit; though this they naturally expect, and from us whom they serve so well; but who are also imbued with a love for their work which often makes them give more than they get. You will agree with me that these people who exhibit with us are entitled to our patronage, both because of real deserts and because their efforts are a strong help to us.

## REPORT OF HENRY PENN

The report of Henry Penn, chairman of the Publicity Committee, was heard with much interest. Among the points brought out by Mr. Penn were the following:

"We are waiting for a fund to start our fall campaign and your committee realizes the necessity of having the means in the Treasurer's hands before making any expenditures, and as soon as conditions warrant we will again start our magazine publications.

"One of the biggest things in advertising is good-will and ours has been of a character to help build this spirit. We have raised our standard of flowers in the effort, and harnessed together we have an asset that will move onward and upward. Never in the history of flowers have so many branches of our business benefitted as since the advent of advertising three or four years ago, and surely the desire to further this course will be most acceptable to all of us.

"Our publicity committee has visions of a well defined program, merely being hampered by not having the funds on hand. Would it not be a good thing for florists running local campaigns to see to it that twenty-five per cent of their appropriations be transmitted to the national fund just to show their interest in their own campaign.

"The success of our slogan is international and unless we keep it up nationally other lines will make such inroads upon it as to undermine our good work so well started.

"The following years are going to be years where problems of salesmanship and advertising are going to be more important than ever, owing to the transition stages through which



Samuel Murray
The New Vice-President
of the S. A. F.

we are passing, and we must bend all our energy to keep flowers in the home and before the public at all times in the printed word as well as in the floral sense. To do this we must cultivate new buyers by inspiring confidence and sentiment and with the assistance of our national publicity campaign backed up with local advertising we will be enabled to cope with the problem from a broad viewpoint and thereby help florists generally from all parts of the continent."

## LIST OF PRIZES DISTRIBUTED

The list of prizes for the various sports was as follows:

Washington Florists' Club, cash prize, $50.00

Wm. H. Ernest, Capt. Bowling Team, cash prize, $25.00

H. Bayersdorfer & Co., ladies' sewing basket

Schloss Bros. Ribbons, Inc., electric percolator

Bobbink & Atkins, $10 gold piece

Zane Pottery Co., Harding blue vase

Lord & Burnham, nickle smoking stand

M. Rice & Co., plant bowl on stand

Roman J. Irwin, cut glass bowl

American Greenhouse Mfg. Co., gentleman's umbrella

Wertheimer Bros., Roman stripe silk sash

Burlington Willow Ware Shops, refrigerator basket

Henry A. Dreer, Inc., case of knives and pruning shears

A. L. Randall & Co., auto refrigerator

Whillden Pottery Co., $10 gold piece

American Bulb Co., I. Rosnosky, Thermos bottle

F. H. Kramer, tea tray and bowl

Duro Paper Box Co., silver cup

Henry I. Faust, silver cup

J. C. Vaughan & Co., tool kit

W. F. Roberts, fishing reel

A. G. Spalding & Bro., golf club

Z. D. Blackistone, 5 lb. box candy

## CANADIAN FLORISTS' AND GARDENERS' ASSOCIATION

At the 24th annual convention of the Canadian Florists' and Gardeners' Association, held at Peterboro, Ont., August 8, 9 and 10, the old board of officers was elected as follows: President, W. E. Groves, Hamilton; first vice-president, C. J. Hay, Brockville; second vice-president, Fred D. Clark, Toronto; secretary-treasurer, Herbert J. Eddy, Montreal. Three new members of the Executive Committee were elected, the new executives being now as follows: Three years, H. E. Groves, Hamilton; R. Burrows, St. Anne de Bellevue, Que.; S. Kirk, Georgetown, Ont.; two years, W. H. Gray, Dundas; Alexander Simpson, Toronto; A. M. Terrill, Calgary; one year, W. C. Hall, Montreal; S. Jordan, Peterborough; S. A. McFadden, Toronto.

It was voted to hold the next convention in Montreal.

## GLADIOLUS SHOW AT MANSFIELD

It is seldom that a small city can put up as fine a gladiolus show as that held at Mansfield, Mass., August 17 and 18. As it happens this city has an unusually large number of gladiolus growers, both commercial and amateurs, and the competition between them is very keen. There were fifty-five classes, almost every one of which was filled. Mr. F. O. Shepardson was the most successful exhibitor, securing sixteen firsts. A feature of the show which attracted much attention was a very handsome bridal outfit made up of gladioli by Mrs. W. E. Chase.

# American Carnations As Seen Through English Eyes

It is always interesting to get the other man's point of view, especially if the other man knows what he is talking about. For that reason the report of the carnation show held at Washington as it appears in the Year Book of the British Carnation Society for 1921, just issued, is well worth reading. It was written by Mr. T. A. Weston and reads as follows:

"Regarding the exhibition, it may be truly said that no actual comparison can be made between the American and British carnation shows. The American exhibition is purely a trade show, no effort being made to make it decorative. The flowers are all set up—no, rather dumped into straight pulp ware vases, either in 50's or in 100's. Cut to an almost even length, the stems are held level until the entire number is got in hand and then dropped into the vase. As a result, the flowers are more or less at an even height, lacking any semblance of decorativeness. Standing in single rows along the tables, the effect is not impressive; moreover, as all the classes are for single vases, there is no intermingling of colours as is seen when classes of six or twelve varieties are staged.

"The quality of the flowers shown at Washington was decidedly good, but in no way superior to the competitive blooms staged in London. Indeed, considering the fact that the British growers show in December and lack the sunshine that prevails here during the Winter, I am not so sure but that the British growers will, when the trans-atlantic air service permits International cut flower shows, shake up some of the 'boys' here, especially when it comes to making variety displays.

"Fancy colours are almost non-existent. At Washington, pink flakes on white and the yellow Maine Sunshine were the only departures from the regular deep and light pinks, white, scarlet and crimson. The latter colour was poorly represented.

"Laddie is unquestionably in a class by itself, it stands among pink shades as a flower, where Carola stands as a crimson, but, unlike the latter, it seems to be good with all growers. As shown by S. J. Goddard and Wm. Sim it was superb. Mr. Goddard's hundred was, after judging, set up in a basket, the effect being decidedly pleasing. This vase, as originally staged, gained the A. C. S. Gold Medal.

"White Delight, as shown by Strouts Inc., was, to my way of thinking, the best white, though not so large as Crystal White and White Benora.

"Denver, a new blush, is a good flower, and a laster, though not equal to White Delight in the latter respect. White Delight won the Texas prize after being packed about 50 hours.

"Improved Mrs. Ward, shown by Strouts, is certainly an advance on the old favorite, which, in its class, has been without any serious rival.

"Rosalia is decidedly fine, the colour is almost bordering on scarlet. The vase shown by S. J. Goddard was one of the best things in the show.

"Eureka, Happy Day and Edna are all first-class scarlets. The latter has wonderful lasting powers, as it was three and a half days on the road, yet came out smiling although too late for competition. Had it got through, I believe Baur and Steinkamp would have captured the Dorner Memorial Medal, which went to Donald, a deep crimson, shown by Strout Donald may prove itself good, and I doubt whether it could win out against either of Mr. Wallace's crimsons.

"Maine Sunshine is decidedly good; it may be fancy, but it struck me that the colour was deeper than Saffron. The Lark is a pleasing flake, a classy flower and equal to Benora, but paler. Morning Glow is dainty, though not large. It reminds one of the varied colour of Mrs. A. F. Dutton. Democracy, as shown, is weak in stem, its red sport still more so. Lassie, another vivid cerise, was also weak in stem.

"Harvester, the new white, is good, and it can travel; it was a companion of Edna which got lost on the road. Ruth Baur is a good salmon pink. Dorner had a good salmon pink seedling, but this, together with Happy Day, was a day late in arriving. Rosalind, which gained the A. C. S. Silver Medal, is not unlike Morning Glow, but is larger.

"These were the most notable among the newer sorts, but a number of other more or less interesting varieties, new to me, were on view. Thos. Jay, a white, may prove highly useful. Enchantress Supreme appeared to be a back number. Pink Delight, Cottage Maid, Doris, Herald, Belle Washburn and Ethel Fisher were all well shown. Even the old Mrs. T. W. Lawson was represented, and when compared with Laddie one gained an idea as to the advance in recent years.

"Regarding the business end of the show, it seemed to me that in the way of judging the old country can win in a canter for expedition. The meetings, on the other hand, as run by the A. C. S., completely outclass the annual meeting of the B. C. S. As for the banquet, which concluded the two days' proceedings, I feel I was badly stung when I paid five dollars."

Horticulture Publishing Co.,
Boston, Mass.

Gentlemen:—

We want to compliment Horticulture on its able and complete report of the National Peony Exhibit held at Boston June 18-19th.

You certainly covered the ground in a generous manner.

Sincerely yours,
D. C. STRANGER,
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MICHELL'S FLOWER SEEDS

Pansy Seed

Michell's Giant Exhibition, Mixed. A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. ¼ tr. pkt 30c., 500 per tr. pkt. $1.25, $2.00 per ¼ oz., $7.00 per oz., $26.00 per ¼ lb.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr. pkt 50c., $2.25 per oz., ¼ lb., $8.00

Giant Sorts in Separate Colors

| | Tr. pkt | Oz. | ¼ lb. |
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| Black Blue | .40 | 3.00 | 11.00 |
| Emperor William | .40 | 3.00 | 11.00 |
| Hortensia Red | .40 | 4.00 | 14.50 |
| King of the Blacks | .40 | 3.00 | 11.00 |
| Lord Beaconsfield | .40 | 3.00 | 11.00 |
| Peacock | .40 | 4.00 | 14.50 |
| Snow Queen | .40 | 3.00 | 11.00 |
| Striped and Mottled | .40 | 3.00 | 11.00 |
| White with Eye | .40 | 3.00 | 11.00 |
| Pure Yellow | .40 | 3.00 | 11.00 |
| Yellow with Eye | .40 | 3.00 | 11.00 |

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| GIANT SHOW STRAIN | 100 Seeds | 1000 Seeds |
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| Bright Red | $2.00 | $15.00 |
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| Glory of Wandsbek, Salmon Pink | 2.25 | 17.50 |
| Perle of Zehlendorf, Salmon Pink | 2.25 | 17.50 |
| Pure White | 2.00 | 15.00 |
| Rose of Marienthal, Bright Pink | 2.00 | 15.00 |
| White with Carmine Eye | 2.00 | 15.00 |
| Mixed Colors | 1.50 | 12.50 |

| LARGE FLOWERING STRAIN | 100 Seeds | 1000 Seeds |
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| Duke of Connaught, Crimson | $1.75 | $14.00 |
| Excelsior, white, red base | 1.75 | 14.00 |
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W. D. HOWARD, Milford, Mass.

# Mildew on Roses and on Grapes and Gooseberries




IT was in the summer of the year 1886—35 years ago—there was a vineyard in the Town of Fishkill that was sorely troubled with Mildew; and after a little practical experimenting, the powder "GRAPE DUST" was found to be quite successful in controlling the Grape Mildew.

Immediately following this, the Mildew on Roses, both indoors and out-of-doors, was attacked by using the GRAPE DUST with a Bellows on outdoor Garden Roses. Its faithful use in this simple manner was very successful in preserving the foliage of the Rose bushes.

A Florist of repute tried it against other remedies on the Roses planted for an early crop of Commercial Flowers. The result was appreciation of the article which was called

## HAMMOND'S GRAPE DUST

**It is used from Long Island to California. It is simply dusted on the Plants. Our goods sold by the Seedsmen of America and won the Gold Medal at San Francisco World's Fair**

## Black Spot on the Leaves of Roses

This disease is one that seems to be well nigh universal wherever Roses are grown, although some varieties are more tender or less able to resist its inroad than some others. In our experience, on the banks of the Hudson and elsewhere, it develops more perceptibly during a spell of warm, humid weather, and this weather condition will quickly spread a few spots over half a leaf. The leaves first show a small black spot, which grows, and grows fast in a day or two of humid weather; and sometimes the leaves of a bush will drop off so as to be perceptible. A Moss Rose will sometimes seem to be struck with this trouble when a more common kind will show less. This Black Spot, which is called "Actinonema Rosae," grows in the tissue of the leaves, and where Roses are grown, whether outdoors or in large or small greenhouses, this trouble is apt to occur.




In treating Roses for Black Spot, the remedy, to be effectual, needs to be used early. For years it has been demonstrated that

## HAMMOND'S COPPER SOLUTION

IS A RELIABLE PREVENTIVE REMEDY. After the leaves have started, syringe or spray the bushes with the diluted solution. And this care may need to be taken two or three times during the season. And in a greenhouse, as a preventive measure, spray the soil in which the Roses grow. The Rose Rust is a trouble which affects hardy Roses more than some of the more tender varieties, and the very use of the COPPER SOLUTION as a preventive remedy for Black Spot has the effect of checking the Rose Rust.

## HAMMOND'S SAFE REMEDIES




**For General Service Sold By Seedsmen**

**Thrip Juice**, for Aphis or Lice, Red Spiders and Soft Scale. In use since 1883.
**Cattle Comfort**, used first in 1887.
**Grape Dust**, for Mildew, etc. Used on Grapes and Roses since 1886.
**Copper Solution**, a useful Fungicide for many things.
**French Bordeaux Mixture**, in Pulp. A Standard Fungicide. (When we first made this preparation in 1888 we could hardly get it tried as a gift.)
**American Sheep Wash**, to destroy parasites on Sheep or Calves. In use since 1886.
**Scrofularia Powder**, made to prevent the ravages of Carpet Beetles in 1888.
**Horicum**, a Lime and Sulphur preparation made in 1904.
**Slug Shot**. Kills Sow Bugs and insects in Field or Garden. Used since 1880.
**"H. W. K."**—Hammond's Weed and Ivy Killer, a great saver of labor—used first in 1886.

MADE AT BEACON, N. Y.

**Hammond's Paint and Slug Shot Works**
READ OUR PAMPHLET


## REVIEW OF FRENCH ROSES

**By Samuel S. Pennock**

In company with J. Edward Moon, we left the hotel in Paris, Wednesday morning, June 15th, taking the Metro to Porte Maillot, then trammed to the Bagatelle Gardens. Unfortunately, we got off two stops too soon and had quite a walk, reaching the Gardens a trifle after nine, when we should have been there at nine. J. Edward Moon acted as my valet, carried my camera, tripod and took pictures for me. He did his part very well as if he was used to it and not usually the boss.

We found most of the jurors assembled and soon met Monsieur Forestier, who introduced us to the jurors, among them the English representatives.

The judging was commenced very promptly and each juror was handed a printed list of all the roses to be judged, this list giving the names of the roses, the parentage, the class and the introducer. One list was for the roses of 1920-1921 with the scores of 1920 marked up against them; another list was for the roses of 1921-1922. This is a very excellent way of judging all new roses, not only the fact of giving them two years' scoring, but having them in printed form with the results of the previous year.

Probably a good many of the roses would have scored higher, had conditions been more favorable for them. English jurors, like myself, seemed a little more conservative in the giving of points than the French and oftentimes a vote was necessary to decide. Ten points was the maximum given and only two roses of 1920-1921 scored ten points, and the highest that scored of 1921-1922 roses was one rose, 8 points, and others ranging from 3-7 points. A number of them were not in extra good shape, and were put down as reserve, as the French would put it, which is an excellent plan, as next year they may show up in much better shape.

Each class was judged separately,—first, the 1920-1921 and then the 1921-1922. To some of us the judging seemed to be in some instances rather hurriedly done, although, taken as a whole, we believe each rose was given what it should receive.

The rose that stood out in the gardens head and shoulders above any other rose was a bed of Pernet-Ducher's H. T. Gold Medal rose of last year, Souvenir de Claudius Pernet, named in honor of his son, whom he lost in the War.

There were also a few plants mixed in the bed of Pernet-Ducher's H. T. rose, Mme. William Marcel Delanney,

a medium pink, with very full large flowers.

Claudius Pernet is certainly a wonderful rose, a rich canary yellow, fading out as it gets older to a lighter shade; large, full, long well-shaped bud, as large as any H. T. rose in the garden. These flowers were borne on fair length stems, well foliaged, holding their heads perfectly erect. It certainly was a joy to see this bed and was well worthy of the name it bore. It is too bad that this rose is not a forcer, but the consensus of opinion seemed to be that it was not, and would go to sleep in the winter time.

The rose that captured the Foreign Gold Medal this year was Howard & Smith's H. T. rose, Nr. 252; and Pernet-Ducher's Souvenir de Georges Pernet the French Gold Medal. Howard & Smith's rose, Nr. 252, is pronounced Indian yellow color. The outer petals fade out some, is a good size rose, full, very double, shape when more than one-half open not quite as pleasing as when in bud or full open, a good grower, splendid foliage, good stems and a rose that attracted the judges immediately and well worthy of the Gold Medal.

In the climbers, Paul's Scarlet Climber stood out in the garden by far the best among the climbers, and they said that it had been in bloom for over two weeks and was still in fine shape and attracted the public probably more than any other one rose in the gardens. There were several plants of Paul's Scarlet Climber and one group of four plants trained up in pyramid shape made a wonderful show. This is rather an attractive way to train climbers, especially where they are as free bloomers as Paul's Scarlet Climber, which presented almost a solid, vivid red mass.

Amile Nerine, one of Nonin's seedlings, much on the order of Excelsa but light in color and comes into bloom much earlier, was very attractive and looked like a promising climber. The public admired it very much.

The Rev. Mr. Pemberton of England was elected Vice-President, representing the English, and Samuel S. Pennock, Vice President, representing America.

After our counsel meeting, we adjourned to the Chateau de Madrid, where we enjoyed a very splendid, well served luncheon amid delightful surroundings.

Altogether this day was a wonderful experience for me, meeting a most delightful bunch of men, and it was certainly a great honor to be numbered among them,—an experience I hope and trust I will be able to repeat again at some future time. They had a few speeches, not very many, and short. We were welcomed by the President, M. Cherious, and both Mr. Pemberton and myself asked to say a few words, which we were glad to do. I extended an invitation to any who could come and join the American Rose Society on their pilgrimage to the Northwest in June, 1922. They are very anxious that the American Rose Society have a representation each year at the Bagatelle Gardens, two representatives if possible.

Mr. Nonin and Mr. Barbier gave us a very pressing invitation to visit them, so that the next day, the 16th, Alexander Dickson, Senior and Junior, Mr. Wallace, Mr. and Mrs. Moon and myself visited Mr. Nonin's place at Chatillon, Paris. Here we found Mr. Auguste Nonin and his son Henri. The latter spoke very good English and showed us around the place. They had several very excellent roses, grown from one of their seedlings, a red Polyantha La Fayette, which is to be introduced this coming year in America by Howard & Smith. This is apparently an exceptionally fine polyantha, large red flowers and a good, free grower and bloomer.

## STEPHANDRA.

A few smoky hued pink and yellow zinnias were in a brown straw Japanese basket. They needed something to set them off. Ferns were either too delicate, or the polypodium too stiff. Then I thought of the dainty, brownish leaves of the stephandra. After I had placed sprays of them with the zinnias in the brown basket I was reminded of beautiful stained glass windows, or of the pictures in the Academy in Venice. There was the same rich wealth of color. The stephandra, which is green in spring, grows more beautiful in color as the season advances, till in the autumn, after the flowers have gone from the garden, I have often used its red leaves as a decoration for the table.

Another pretty, light effect of color for the table are varied shades of blue larkspur with the soft yellow of the Hunnemannia poppies. A joy in the Hunnemannia poppy is the way their green buds open in the house. They are a little difficult to start in the spring, but their beauty, as late summer and autumn advance, rewards one for the difficulty of sometimes resetting them from the cold frames in the spring.

Mrs. Tracy, among her pleasing arrangements of flowers at the gladiolus exhibition in Horticultural Hall, Boston, had some red gladioli in a basket with dark green oak leaves which were delightful. She also showed a creamy yellow gladiolus with markings of soft pink which just blended into the color of the Joe-Pye-weed with which it was combined. I had used the Joe-Pye-weed by itself, but had not seen it used with garden flowers. Yet after a ride of two hundred miles from Greenwich, Connecticut, to Weston, I slept dreaming of the fields of Joe-Pye-weed and golden-rod I had passed, just our common New England flowers.

M. R. Case.

Dollerest Gardens,
Weston, August 16, 1921.


# RHODODENDRONS

**Hardy Hybrids Mixed Colors**

Grown in our Cape Cod Nurseries. We have them in the following sizes—12 to 15 in.; 15 to 18 in.; 18 to 24 in. Nice, clean, bushy plants.

# KALMIA LATIFOLIA

**(Mountain Laurel)**

Nice, bushy, nursery-grown plants, in the following sizes—12 to 15 in.; 15 to 18 in.; 18 to 24 in. We can quote you very attractive prices. This material is scarce and will be snapped up quickly.

## R. & J. Farquhar Company

**6 South Market Street, Boston, Mass.**

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

What a time we gardeners have in trying to get the proper pronunciation of flower names! We are constantly hearing our employers coming out with new ways of using flower terms, and feel that we are old fashioned if we don't adopt them, too. In looking through one of the latest books on the subject I find that we are expected to say "dählia" with the "a" as broad as any orthodox Bostonian can make it. The explanation given is that the flower was named after Dahl, and accordingly should follow that name in its pronunciation. Still, I think if we begin to talk about "däh-lias" around the shows we are going to get laughed at. In time it may come, just as most of us have gotten now so that we can say "gladiolus" with the accent on the "i" with a fairly clear conscience.

Sometimes growers fail to remember, unfortunately, that gladioli is the plural of this word. Not long ago I saw a sign which read: "Gladioli's for sale," which of course is all wrong, although the sign was put up by a grower well known in the trade.

Lilium candidum is now being planted by garden makers who realize that this is the best time of year for this lily to go into the ground. I wonder if the experience of gardeners in this country has been similar to that of a writer in one of the English papers, who says that deep planting is a cause of failure. This man writes:

"My soil is a heavy one, and the Madonna lilies were becoming fewer yearly. Acting on the suggestion that they disliked deep planting, I dug up two remaining clumps, and was surprised to find a large number of fine and apparently healthy bulbs at a depth of about twelve inches. I dug them all up and replanted them only a couple of inches from the surface. This spring I counted 47 fine flower spikes, all looking the picture of health, in place of nine or ten poor heads that they produced under former conditions."

The observation has often been made that the Madonna lily is rather freakish in its temperament. It grows well in one garden, but in another invariably sulks. When it is a success, though, it is a lily to be prized, especially when used in an appropriate combination. The fashion seems to call for an association of Lilium candidum with larkspurs, but there are other flowers which look equally well, including pink rambler roses.

I think that as a rule the lily gives best results if left undisturbed for many years. Perhaps that is one reason why it often flourishes so luxuriantly in small back yard gardens while proving a dismal failure on show places.

At the recent Gladiolus Show in Boston, Mr. James Rust made an exhibit of Campanula pyramidalis, which was as impressive as it was delightful, and it is difficult to understand why no award was given him for this display. The plants were grown in tubs and were almost perfect in form and flower. While plants of this kind are rather large for use in the house, they make splendid decorations for a large porch.

One of the things which I like about the catalogues of Mr. Harlan P. Kelsey is the wealth of information which they give about the proper cultivation of the plants he sells. If all customers would follow his directions for growing rhododendrons, including the hardy azaleas, there would be fewer failures. Mr. Kelsey points out that nature provides against the drying out of these and other broad leaf evergreens, including the kalmias and the leucothoes, by supplying a mulch of leaves the year round. This is a lesson which many gardeners have yet to learn. And yet it is the most important point in the growing of rhododendrons. Mr. Kelsey makes this very plain in the following paragraph:

"Mulch, and yet mulch again, all the year round. This is the great rhododendron secret. As soon as planted, cover the entire surface of the ground with a vegetable mulching—preferably hard wood leaves—to the depth of several inches when reasonably well packed. Never remove this mulching, but let it remain the year round, and every fall add a new layer of similar depth.

"A foot of leaves in the fall means but a half-inch or so of humus the coming season—the future food of the rhododendrons or azaleas. A thin dressing of loam and well-rotted manure may be used to hold down the fresh leaves as an aid to decay. The leaves keep the surface cool in summer and warm in winter. This is the great secret of rhododendron growing."



Glory Gypsy Prince Albert

Mr. Kelsey has ideas of his own in regard to the planting of rhododendrons. He believes that for the best landscape effects as well as to provide a continual succession of bloom throughout the season, there should be a liberal use of fillers or edging plants. But he points out, too, that great care must be taken in choosing them, especially as to the time of blooming and color effects, so that there will be no clashing. Some of the best fillers and edging plants recommended by Mr. Kelsey are the following:

Andromeda polifolia, Chamaedaphne calyculata (Leatherleaf), Leiophyllum buxifolium (Sand Myrtle), L. prostratum (Mountain Heath), Ilex glabra (Inkberry), Leucothoe catesbaei (Leucothoe), Pieris floribunda (Andromeda), Taxus minor (Canada Yew), Galax aphylla (Galax), Gaultheria procumbens (Wintergreen), Houstonia (Bluets), Mitchella repens (Partridgeberry), Shortia galacifolia (Oconee Bells), Vinca minor (Periwinkle), V. minor alba (White Periwinkle), Zanthorhiza apiifolia (Yellowroot), Lilies, Trilliums, Erythroniums (Dogtooth Violets), Ferns in great variety, Violets, Dicentra eximea (Fern Bleedingheart), Iris in great variety, particularly pseudacorus and Japanese; Azaleas in variety, Ilex verticillata (Black Alder), Aronias (Chokeberry) in variety and many other berry-bearing shrubs.

Jonquils and other spring bulbs may be used freely near the borders of plantations with charming results.

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I have been greatly interested in reading C. S. Harrison's Manual of the Peony. Mr. Harrison was a wonderful man and a great asset to the peony movement. His little book contains a great number of very important suggestions, and his reminiscences and observations are as helpful as they are entertaining. The following quotations from his chapter on the originators of the peony may be worth while.

The name of J. F. Rosenfield will always stand prominent among those who love the Peony. He has been a careful, accurate and tireless propagator. We are indebted to him for Golden Harvest, Floral Treasure, Karl Rosenfield and others.

The late Mr. Hollis has given us some fine ones. He also named too many. But some are of superior merit. I remember I paid him $10 for his Loveliness.

Others have furnished a few. For instance W. H. Bruning of Nebraska raised a charming white one from seed of LaTulipe and I bought half of it. Many others have been produced by private parties.

One of the foremost to introduce the Peony was T. C. Thurlow of West Newbury, Mass. He seemed to absorb in his gentle soul all the sweetness of his flowers and the harmonies of nature. He was the dearest friend I ever knew. He had a strong influence on my own life and awakened a passion for the beautiful which has grown with the passing years. What visits we had. We were soul brothers and of the same age. He wrote the first article on the Peony. He had a large collection. The gardener of a rich man in Illinois called on him, looked over his grounds, examined the stakes, took note of the varieties and asked what he would take for the lot. "$7,000.00." "I will take them." They filled two cars. Mr. Thurlow then proceeded to get up a new collection, better than the first. The sons have inherited the spirit of the father. They are originating new sorts, some of superior merit.

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Carl Kimmerling, a florist of Roanoke, Va., was recently married to Miss Martha C. Crimmings, of Medford, Mass.

C. Quagland's Sons, of No. Adams, Mass., have opened a down town branch on Main street, which they will maintain as a display and sales room.

Otto Goodwin, of the Rosary, Boston, Mass., is just back. A Connecticut vacation in which yachting played a prominent part.


# Burpee's Sweet Peas



Mrs. Warren G. Harding

*"The Harding Blue"*

FLORISTS and Commercial Growers all over the world have come to realize the importance of Burpee's New Early—or Winter—Flowering Spencer Sweet Peas. Burpee's Sweet Peas are famous, and the House of Burpee is recognized the world over as American Headquarters for Sweet Peas. Free-blooming character combined with sturdy growth and trueness to description are qualities of the Burpee varieties that are well appreciated by all particular Growers. The Burpee list contains a complete range of colors including the most desirable Florists' shades.

Those who require the latest and finest will be interested in the Burpee Novelties for 1922, now offered for the first time to the Growers. Complete description of all varieties and novelties, together with many illustrations, are given in our **Special Folder of Sweet Peas for Florists.** Every Florist and Grower should have it. **Write for a free copy today.**

## W. Atlee Burpee Co.

**Seed Growers** **Philadelphia**



YOU GROW PANSY PLANTS FOR SALE?
DOUBLE YOUR PROFITS and SALES
BY PLANTING THE
NEW EARLY FLOWERING GIANT PANSIES

They are three to four weeks earlier than other Pansies, in coldframes or field; they have four or five large blossoms, when other Pansies planted at the same time are only showing bud. The richly colored, large, well formed flowers, on long, stiff stems, are very fragrant.

TRY SOME AND YOU WILL BE SATISFIED

4. **Jove.** Lower petals violet, upper one light blue.
5. **Mars.** Cornflower blue.
6. **North Pole.** Pure snow white.
7. **Woden.** Quite black.
8. **Helios.** Pure yellow.
14. **Winter Sun.** Golden yellow, with dark eye.
15. **Ice King.** Silvery white, with dark blue eye.
16. **Celestial Queen.** Light or sky blue.
17. **Charm of March.** Dark velvety blue.
18. **Mixed.** The above nine colors.

500 Seeds, 25c.; 1000 Seeds, 40c.; ⅛ oz., $1.10
¼ oz., $2.00; 1 oz., $7.50.
For list and price of other Kenilworth Pansy Seed, see my ad of July 25

Chas. Frost
35 Cross St.
Kenilworth, N.J.

## ART IN FLORAL ARRANGEMENT

"ART," as I understand it, means a system of rules and established methods to facilitate the performance of certain actions, familiarity with certain principles and skill in applying them to an end or purpose, such as making a floral design.

The first item of importance, when you are making up a design, is that the recipient does not discover some part unfinished that would offset the beauty of the flowers, or the excellence of the work. You don't want your customer to see rusty wire, moss exposed, unsightly tooth-picks, a beautiful design with the back uncovered, tin-foil showing, etc. The florist or designer should at all times try to protect our profession by attending to the little points of detail that go towards making what we call "Art in Floral Arrangement."

I shall endeavor in my demonstration to more fully point out these errors of omission. Co-operation in floral arrangement is the key to success, you must learn by experience or from one another. There is no school, college or correspondent course, no other way but by practical experience. What knowledge I possess was gained this way. I had no one to teach me.

Select a system, work at it, prove that it is practical, and then adopt it as your own. Teach whoever you think is most likely to take an interest in your business. If they find out you know how, they will endeavor to follow your lead, and as they succeed, they will take a greater interest in you and your business.

Paper read by S. A. Frost, of Toronto, at the Canadian Florists' Convention.

If I was making a design or arrangement of flowers and was called away my clerks could take hold and finish without any explanation from myself other than color and price of the order in question.

In figuring out the worth of a design we calculate the moss, frame, time and all other accessories necessary in making up the same. In calculating the flowers that are used we figure on the value of what the flowers are made to appear.

Experience will teach you almost at a glance what to do for the money allowed. In explanation of the above, the idea I mean to convey is, if you can make a No. 3 flower look equal to a No. 1, that is the real value of the flower in the design.

If you use a system in all your arrangements, your work is always the same; it matters not what you use if you carry out your system and combination softening and arrangement according to the flowers you have in stock or the flowers that should be used.

Sometimes your customers will insist on picking out the flowers; in that case you must do the best you can, as it is our duty to cater to the public and to please them if possible. This only happens once in a while; in fact, for some years we have had very few customers dictate to us what we should put in a design, for in most cases they leave it entirely to our own judgment.

The first thing to be done, as you all know, is to moss the wreath. It is the foundation of your design, and like all other foundations must be properly laid. Sphaghnum moss is the best known to the trade. Next we will arrange green wax paper in such a manner as to assist in shaping up the moss, keeping streamers from hanging unsightly to view. The proper system in mossing a wreath is to gather the moss up in your hands, completing the section of frame according to the amount of moss gathered up, and roll to and fro, working your finger on the inside of the frame, and the thumb next to the outer edge till you get it to the proper firmness and shape, taking care that the moss contains the proper moisture.

As we all know the moss is not only

EVERGREENS
Transplant Well
during August, September and October

We offer a large and fine stock of **Spruces, Pines, Firs, Junipers and Arbor Vitae.**

Let us quote on your wants or help you in making a selection for your special needs.

The New England Nurseries Co.
148 State St., Boston, Mass.
Nurseries at Bedford, Mass.
Tel. Richmond 169
Tel. Lexington 274
Send for Price List

to hold the flowers in their place, but is the means of conveying the necessary moisture to keep the flowers fresh as long as possible. To obtain that result be sure you insert the stem well into the moss. This is one of the most important points.

Now that we have our frame all ready for the flowers, how are we to put them in? First I will arrange cedar evergreen, binding the fronds as I go along with thread, completely covering the back of the wreath. Now we are ready for the real work.

I commence with what evergreen we are going to use, and for this demonstration I am proving to you that I am a Canadian by using what I consider to be the prettiest of all evergreens, and the most durable, our own Canadian cedar.

Follow me as I work these fronds through the moss at an angle corresponding with the shape of the design and at the same time making each frond look as if it came from the centre of the moss.

The flowers that I have stemmed ready for use in this demonstration are prepared in this manner: My longest stem flowers are stemmed with a wire six inches long, the next length in five inches, the next four inches and the shortest stems on tooth-picks. In other words, the best flowers are stemmed up the longest, the next grade shorter and the poorest are worked in underneath.

Now I take my longest flowers, and arrange them at the same angle as the cedar fronds, filling in with the second size, then the third length and finishing up with the shortest flowers on tooth-picks, the object being to make it appear as if the flowers were coming from a given point, and also conveying the impression that two garlands of flowers have been put together, coming from the said given point. All designs we make are all on the same principle, that is, every flower, but what is used in solid work, is made to appear as if it were coming from a certain invisible point.

Last, but not least, be sure to spray your design before you send it out.

Now if you are not weary I will demonstrate to you how to make a basket of flowers look as if they grew there. My objective is to have all flowers seem to come from a given centre. You will note no two flowers are arranged the same height, but are all graduating from the same point, and thereby give the effect of growing there.

Now in this demonstration you will notice that I have used the commonest of flowers and basket obtainable in the endeavor to prove to you the efficacy of my system.

WE ARE MOVING

LILY BULBS

LILIUM FORMOSUM

New Crop Bulbs Now Here

7- 9 (300 to Case)
8- 9 (250 to Case)
8-10 (225 to Case)
9-10 (200 to Case)

Per Case $50.00 F.O.B. N. Y.

PAPERWHITES

The crop is a short one. May we quote you these? All correctly graded in standard size cases.

FRENCH ROMAN HYACINTHS

11-15 ctm per 1000 ..... $55.00
12-15 ctm per 1000 ..... 65.00
13-15 ctm per 1000 ..... 75.00

All Fall Bulbs here, or due soon
Write for Catalog or Prices

Midsummer List for Florists ready---Ask for it.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.
We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

WELCH BROS. CO., 262 Devonshire St., Boston
Tel. Main 6267-5948

We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

CARTERS SELECT FORCING BULBS

FREESIA, IRIS, LILIUMS, HYACINTHS, NARCISSUS AND TULIPS

All of finest quality at reasonable prices

CARTERS
Mid-Summer and Autumn Catalogue now ready
Send for a copy today

CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

MULTIFLORA JAPONICA ROSE SEEDLINGS

Best American Rose Stock for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.

C. R. BURR & COMPANY, MANCHESTER, CONN.

The Memphis, Tenn., Floral Co., has moved its retail flower shop to 110 Madison avenue, where it will remain for three months, while the store at 77 So. Main street is being remodeled. Improvements to cost about $50,000 are to be made.

The florists of Boston are to hold another outing at Paragon Park, Nantasket, on Thursday, August 25th. The dinner is to be served promptly at 6 o'clock. The last outing was so successful that a large attendance is expected.

# —HORTICULTURE—

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One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**Nursery Stock Short** There never was a time when so many prominent nurserymen were touring the country and visiting other nurseries. These men are looking for small lining out stock, of which there is a great dearth. This is true most particularly of evergreens. It is impossible to get nearly enough stock to meet the demands of growers. Four or five year old stock is available, and plants a year old may be obtained, but there is almost nothing between them, according to the statements of prominent nurserymen. This is the direct result, of course, of the war, plus the effects of quarantine 37.

While the war was on, and for the year following its close, labor was scarce and high, and very little propagation was done. Then came a marked shortage in seeds. This shortage still continues. The crop of many conifers was very short last season, and when a crop is short a lot of poor seed is invariably put upon the market. This is because in seasons of plenty a surplus is stored away until another period of scarcity, when they are put upon the market. By that time, in many instances, they have largely lost their power of germination.

Plainly, therefore, there is going to be a decided shortage in small evergreens for some years. And while lots of a few hundred may be obtained here and there, there are very few nurseries which are able to meet the demand for large lots, and these nurseries, as a rule, want to keep practically all their stock for themselves.

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**United Selling** In their plans for a united selling campaign the florists of New York are arranging a system of mutual helps which ought to prove of great benefit. When an advertising campaign has been arranged for, each member of the association will be notified when the advertisements will appear and encouraged to prepare special window displays which will back up the campaign. Circulars for display in shops or windows will be distributed at the same time. In other words, an effort will be made to have every member work with one accord for a uniform end. If this can be done it will certainly move any surplus stock which may be piled up.

Of course, much depends upon the way in which the advertisements are worded. They must be written carefully, so as to make the fact plain that the only reason for a reduced price is an unusually large stock at the moment. If the public gets the impression that florists are ordinarily profiteering or selling flowers for a higher price than they need to charge, the advertising will prove a boomerang. On the other hand, if the fact is emphasized that the florists are simply giving the public an opportunity to take advantage of an abnormal situation, they will appear to be doing their customers a good turn, and will stand higher than ever in the latters' esteem.

Apart from this feature of the campaign, which is very important, its success will depend wholly upon the degree of co-operation which is obtained. That is the rock upon which plans of this kind have split in most cities. Much depends upon the proper leadership and, in any event, wherever this scheme is tried, there should be a committee representing all branches of the industry, so that florists, growers and wholesalers alike should feel that they were getting a perfectly square deal. The move is in the right direction, and eventually must bring about an improved situation in the trade, overcoming what is now one of the greatest sources of loss.

---

**A Good Convention** Seldom has a convention of the S. A. F. and O. H. been held when there has been greater unanimity and good feeling than at Washington last week. It seems to be the general consensus of opinion that an admirable choice was made in both the president and the vice-president. The secretary and treasurer remain in office, as a matter of course. It would be hard to get better men.

Mr. Pennock, the new president, is one of the best men in the trade, and a man practically without an enemy. He has the even temper and perfect poise which is needed by an executive, yet if occasion arises he can show the utmost firmness, and act promptly and with decision in an emergency. The society could have made no better choice.

It is much the same with Samuel Murray, of Kansas City. There are florists in plenty all over the country who can vouch for the fact that Sam Murray as a friend is a friend indeed. It would take a long list if one should attempt to name over the number of men whom he has helped in one way and another during the many years in which he has been in business.

As was predicted by the florists of Washington, the weather was all that could be desired, and the Washington florists proved the best of hosts. Altogether the convention was an unqualified success, and the society starts another year with the brightest of prospects.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
ALBERT H. AMLING CO., Maywood, Ill.
DUCKHAM-PIERSON CO., Madison, N. J.
ROWAYTON GREENHOUSES, Rowayton, Conn.
MILLER FLORAL CO., Farmington, Utah
WELLWORTH FARM GREENHOUSES, Downers Grove, Ill.
A. S. BURNS, JR., Spring Valley, N. Y.
ROBT. SIMPSON, Clifton, N. J.
CHAS. H. TOTTY CO., Madison, N. J.
NOE-RUZICKA CO., Madison, N. J.
WM. H. ELLIOTT CO., Madbury, N. H.
ANTHONY RUZICKA, Madison, N. J.
W. J. PILCHER, Kirkwood, Mo.
JOS. HEACOCK CO., Roeloffs, Pa.
WENDLAND & KEIMEL, Elmhurst, Ill.
JOY FLORAL CO., Nashville, Tenn.
ROBERTS ROSE CO., Denver, Colo.
GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. CODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## LURIE GOES TO ITHACA

Mr. Ralph Roskelly, president of the Bool Floral Co., Ithaca, N. Y., announces that Alexander Lurie, who the past four years has been part owner of the Blue Maize Blossom Shop at Ann Arbor, Mich., has sold his interests to his partner and has accepted a position as store manager of the newly incorporated Bool Floral Co. Mr. Lurie is a graduate of the Department of Floriculture, Cornell University. At Ann Arbor he was very successful and his corsages and decorations for social functions created a great deal of attention.—A. H. N.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**
226 DEVONSHIRE STREET
BOSTON, MASS.


## George Watson's Corner

"You in your small corner and me in mine."

At the Dreer Nurseries stocks are looking exceptionally fine just now. This covers all three places, Riverton, Riverview and Locust Farm. The management is always ready to give the glad hand to visitors, and nothing pleases them better than showing people around. Although Mr. Eisele is away on a Pacific Coast trip at present, his place is ably filled by George Strohlein and his heads of departments. The water lilies are particularly fine at Riverton and are worth going a long way to see. The cannas are also beginning to make a show, and in a week or so will be in full bloom. If visitors to the East get as far as Washington they are within easy distance of Riverton and should make it a point to see the Dreer place before going home.

We had a very pleasant visit today from P. Joseph Lynch of the Dingee & Conard Co., who in spite of his great political interests in Indiana and elsewhere is still an enthusiast in roses and all connected therewith. His ideas on the development of the queen of flowers, as he looks back on his more than thirty years' experience, are very interesting, and I only wish you could hear him, or that I had a shorthand artist hidden in the ceiling.

---

Raymond Thoirs had the most remarkable funeral setting in Camden, N. J., August 13th, of any boy who lost his life in the war. The military





**Garden Seed**

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

**S. D. Woodruff & Sons**
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AMPELOPSIS Crinkafolia, 5½-in. pots, at $35.00 per 100.

**A. L. MILLER, Jamaica, N. Y.**


turned out, the church turned out, the Masons turned out, and there were speakers from every direction. The wall of flowers in the Presbyterian Church at Second and Pearl streets, represented the most remarkable testimony that I have ever seen in the way of "Say it with Flowers." Even the wholesalers, like Niessen, Berger and Pennock had to send their tributes of lilies and delphiniums. When these overburdened citizens loosen up, it means something! The flowers came from everywhere, and they made one grand show to a departed florist. The speeches were great at the church, and at Harleigh Cemetery there were more. All of them wonderful! The firing squad and the bugle over the grave! The march of the Masons and the ceremonies; the Presbyterian solemnities, and the final good-bye of the relatives and friends rendered this tribute to Raymond Thoirs, one of the most remarkable I have ever witnessed. So it will go down in history as the tribute of the American people to a family who gave their only son as a sacrifice to keeping the war lord from these shores. We all feel it and we try hard to say it.

The Dreer windows were unusually interesting this week, having a fine display of Nymphaeas, Nelumbiums and other aquatics, all carefully labeled, and giving timely information to the passing throng.

We missed Adam Graham and a few others of those who attended the convention, but we had quite a number of the old timers to give us a look-in in the beginning. P. Welch and Allan Peirce of Boston; P. Joseph Lynch of Indiana, and Ian Bell (otherwise John C. Bell) of Edinburgh, Scotland, called on their way through, and were a pleasant ray of sunshine in their passing. P. J. has just got back from a trip to Quebec with wife and family. They had a glorious time. Ian Bell has been around a bit—New York, Washington, etc., and still feels pretty good, but not quite so sure as when he started that he knows all about America. Allan Peirce can now spell "axel" better than P. Welch can pronounce it. These Jersey shore highways are full of sudden big hooch wagons. Allan says that's what broke the axel. Stopping too sudden. P. has a different idea. He thinks it was a case of "blood-pressure." P. is always up-to-date. A few years ago the doctors would have said "appendicitis." But today all the doctors tell you "blood pressure." It's a fine outstanding word, and gives artistic verisimilitude to a bald and uninteresting narrative.


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KENTIA BELMOREANA and FORSTERIANA SEEDS in bushel lots.
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The Michell store had a great showing of Gladioli on the 19th inst. All the newest and most up-to-date varieties from their own nurseries at Andalusia: Prince of India, Mrs. Frank Pendleton, Schwaben, Autumn Queen, Glory of Holland, Mrs. Francis King, Baron

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Hulot, Canary Bird, Captivation, White Glory, and others too numerous to mention. They certainly were a great attraction and brought the crowds on Market street to an admiring standstill all day long.

L. S. Peterman, the well known Altoona, Pa., florist, was one of the most interested visitors at this Michell Gladiolus Show. He was ably conducted around by the president of the company (Henry F. himself) and your scribe had to smile a little at the side-talk between the two about the price of flower pots. If the flower pot makers could only have heard the harsh words said about them, their unholy dollars might have got hot and burned a hole in their wicked pockets. So we extend to them a friendly warning. Come down, fifty per cent, so why not be decent. The glass men have already come down, fifty percent, so why not the pot men. Let us get back to a pre-war basis as soon as we can and make things hum.

## NEWS NOTES.

Alphonse De Guire has become manager of the Crandell Flower Shop, at Glens Falls, N. Y.

John Pulscher and Ray Buckles, proprietors of the South Bend, Ind., Floral Co., have purchased the D. W. Rettic Greenhouses, which they will remodel and improve as needed, to put them in the best of condition. Stephen Solonsky will have charge of the greenhouse.

The Dayton, Ohio, Flower and Plant Co. has just been incorporated for $50,000 by Rolf Zotlitz and H. O. Pentley.

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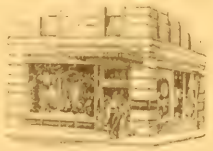
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All records for exhibits and attendance at a Gladiolus Show in Boston were broken Saturday and Sunday, August 13 and 14. This show, which combined the exhibits of the Massachusetts Horticultural Society and the New England Gladiolus Society, came at a time when the flowers were at their best, and the growers of New England co-operated heartily in making a remarkable display.

In the twenty-two years that Joseph Spry has been placing the tables and vases for flower shows in Horticultural hall he has never, he says, brought out so many. In fact, the show used every table and every vase and every basket in the possession of the Massachusetts Horticultural Society and all the halls in the building were filled with flowers—literally bulging with gladioli.

The individual exhibitors numbered close to 20, according to James Wheeler, the superintendent of exhibitions, and some of the exhibitors showed many thousands of blooms. The platform of the lecture hall was occupied by the entries of S. E. Spencer of the Brookland Gardens, who is first vice-president of the New England Society. He had about 200 blooms, including an original yellow, which he has named Amy Belle, and Evelyn Kirtland. On the opposite end of this hall there was a display of some 2000 blooms by Thomas Cogger of Melrose, who had woven oak leaves into the arrangement for decorative effect.

One of the fair visitors, upon entering the main hall, had her attention arrested by the first table corner, because of the color effect. She said that it contained, in orderly array, all the Paris colors which are coming out

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this season in millinery and dress, being a gradual rise from purple to mauve. This particular exhibit had been placed there by Stanley Thorpe, who showed 300 to 400 blooms, mainly of the Metzner varieties, but also some seedlings. In his collection there was Kadota, Challenger, and Yellow Prize.

Nearly opposite this "fashion" corner there was a display of about 500 spikes by B. and A. Norley of Roslindale, showing in conjunction with Dr. Burton E. Lovesey. They had about sixty varieties in white and pink, and a number of Kemp selections, and many varieties of Diener and Kunderd. One of the most conspicuous in this collection was Mrs. Leon Douglas and Baron Hulot.

For artistic garden effect and table decoration the best displays in this hall were by B. Hammond Tracy of Wenham, who occupied the whole cross section at the end of the hall, usually reserved for garden purposes. There Mr. Tracy had erected a garden with cedars as a background for the gladioli, and an ornamental entrance gate, the cedars appropriately suggesting the name of the exhibitor's place in Wenham—Cedar Acres.

The table decoration in the Hammond display was exquisite. There was a round centre piece of Primulinus hybrid gladioli on a round table, and four stemmed bud vases of original design, the total color effect being soft shell pink and most delicate yellow, with suggestions of blue from the baby's breath and the delphinium that had been wrought delicately into the scheme.

J. A. Kemp had come all the way from Little Silver, N. J., to show some of his choice selections, and many of his flowers were entered by other exhibitors also. H. M. Barrett came with him, their entries being mostly of their own origination.

Two of the large exhibitors were A. L. Stephen of Waban and Dr. S. I. Moody of Brockton. Mr. Stephen, who had between 600 and 700 spikes, showed Europa among others and his new yellow "Gold," originated by Decorus of Iowa, was one of the attractions among his entries.

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## NEW ENGLAND NOTES.

Mrs. Kate Oakes Cartter has leased the first floor of the Y. M. C. A. building at Westfield, Mass., for the Oakes Greenhouse business, formerly on Bush street. This will give the firm an excellent down-town location. Mrs. Cartter has been engaged in the florist business for many years, and the firm itself has been under the direction of the family for more than half a century. The greenhouses will be continued in their same location, with the down-town store used for the retail business.

A newspaper item says that William Sim, the famous carnation grower of Cliftondale, Mass., has purchased 100 tons of coal from a Lynn concern, six two-horse teams being used for the work. According to the item mentioned, this is the largest single order for coal ever bought in the town, and shows that Mr. Sim believes the time for buying has arrived.

W. H. Wyman, proprietor of the Bay State Nurseries at North Abington, is spending the summer at his delightful home in Maine.

F. F. and F. O. Shepardson are to open a retail flower store in Mansfield, Mass., in October. Mr. F. O. Shepardson is a well known gladiolus grower, and both he and his father were in the florist business several years ago.

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Every one who is using the Manaway System without the end nozzles can now fit their lines with our new 3-outlet end nozzles which take the place of not only the regular nozzle but also furnish 2 streams, one 4 and the other 8 foot out of true. One of these nozzles placed at the beginning or end of the line has the effect of lengthening the line 8 feet at each end. These nozzles can also be used in other systems which use a large nozzle. The price is 15c each, postpaid. C. W. SKINNER, Newfield, N. J.

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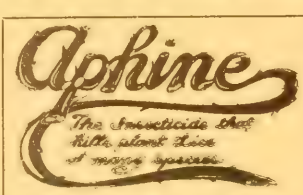
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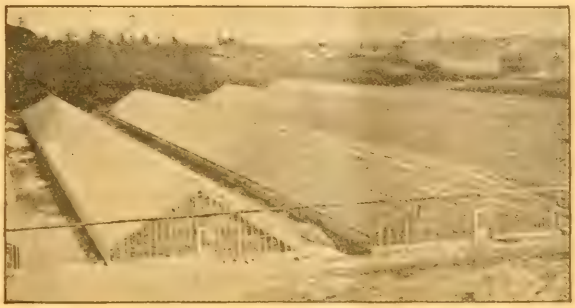
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# HORTICULTURE

Volume XXXIV SEPTEMBER 10, 1921 Number 5



W. H. Wyman, Prop.
1894-1921

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**DOUBLE WHITE KILLARNEY, OPHELIA and SILVIA,** grafted. Nice plants, 3½-in. pots, $40.00 per 100.

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Nice plants, **MRS. C. W. WARD, COTTAGE MAID, HOPE HENSHAW, MATCHLESS, ENCHANTRESS SUPREME, AVIATOR,** $15.00 per 100.

**ENGLISH IVY,** nice plants, 4-in. pots, bushy, $25.00 per 100

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We are **NOW DIGGING** and **SHIPPING** some of the **CHOICEST PEONIES** in **EXISTENCE.**

Our **QUALITY EVERGREENS** planted this month **WILL PRODUCE WONDERFUL RESULTS.**

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**Not Open Sundays** **WEST NEWBURY, MASS.**


### JAPANESE BEETLE SPREADING

Despite the strenuous efforts of the Pennsylvania Department of Agriculture to check the spread of the Japanese Beetle, the pest has spread over a considerable area in the southeastern corner of the state.

The beetle, found in New Jersey many months ago, has succeeded in crossing the Delaware river, despite the vigilance of a river patrol. Originally found in the vicinity of Holmsburg, the beetle has spread until it is found in Fairmount Park, Philadelphia. For the remainder of the year there is no danger of the infested area being increased and officials of the Pennsylvania department are working with the Federal authorities on new control methods which will be vigorously carried out next spring.

It is planned, next year, to inspect every shipment of foliage that is shipped out of the infected area, not bothering with the shipments into or within the area but carefully checking everything that is outward bound. In this manner it is hoped to check the further spread of the beetle.

In the meantime experts are studying the problem in Japan, seeking to find a native parasite which can be imported and used in the fight on the beetle.

### SYRACUSE FLORISTS TO ENTERTAIN

The Annual Meeting of the New York Federation of Horticultural Societies and Floral Clubs will be held at 2 P. M. Wednesday, September 14th, at the New York State Fair Grounds in Syracuse, N. Y. Upon arrival the delegates will report at the booth of the Cornell Floricultural Department and the exact room where the meeting is to be held will be designated. Immediately following the business session the Syracuse Florists' Association will entertain the visiting delegates at the Oneida Lakeside Club House at Oneida Lake. Important business is to be transacted at the business meeting and there should be a full representation of the affiliated societies through their delegates. Those who have enjoyed the hospitality of the Syracuse florists in previous years know that a good time is assured.

E. A. WHITE,
Secretary.

### THE MARKET

The market remains stagnant. As a matter of fact, it is very stagnant indeed, with a pronounced glut of asters and gladioli. Apparently there has been a decided over-production of these flowers this year. Somewhat fewer roses are coming in, and the demand for them remains good, the Boston market calling especially for Columbia and double White Killarney, although one finds more Ophelias in the stalls than any other kind. Speciosum lilies have not sold as well as usual this year. Ferns are in good demand, and one sees more Clematis paniculata than in previous years used in making up bouquets.

---

The annual meeting and exhibition of the Chrysanthemum Society of America will be held under the auspices of the Chicago Florists' Club in the grand banquet hall of the Auditorium Hotel, Chicago, November 16-17.

Eugene F. Shaw, the florist, of Springfield, Mass., is rebuilding his greenhouse, a complete new steel frame being used.

William Denyer, a florist of Richmond, Ind., died recently at the age of 91 years.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIV SEPTEMBER 10, 1921 No. 5

## THE TALK OF THE TRADE

I looked in upon Volz, the Florist, of New Britain, Conn., a few days ago and found him unpacking a big shipment of baskets and other novelties. Mr. Volz says that these accessories are selling remarkably well this season. There never was a time, he said, when baskets were in such demand in his trade. To a large extent they have taken the place of made up pieces, he says, a basket filled with well arranged flowers proving much more satisfactory than a formal piece, especially for funerals.

I was interested in what Mr. Volz had to say about the peculiar nature of his trade. There are 20 000 Polanders in New Britain, and they are among the best of customers. Their trade is always cash and they want flowers of the highest quality. Unlike many other races, they do not make much of a display at funerals, so that the call for funeral flowers from them is not large, but, when it comes to weddings, they spread themselves. Every wedding is the occasion of a big celebration, and flowers are used lavishly. While Mr. Volz sells carnations as a matter of course, he says they occupy a secondary place in his trade. The concern operates a range of greenhouses, and formerly grew carnations, but has dropped them, finding it cheaper to buy them than to raise them.

The great demand in New Britain, according to Mr. Volz, is for roses, of which he sells a great number, obtained largely at the Pierson establishment in Cromwell. I was interested to learn that Mr. Volz considers the new Montgomery's Priscilla an excellent rose, and uses it continually. Besides bedding plants, Mr. Volz makes a feature of chrysanthemums, which are coming along nicely this year.

---

Speaking of accessories in the florist shop, I found when I reached Worcester that Lange had also been stocking up extensively with this line. As a matter of fact, the Langes have gone further than most of the florists, for they have fitted up a special room in the basement, which will be used exclusively for the exhibition and sale of novelties, including Italian ware, especially imported by them, as well as gazing globes, sundials and other garden ornaments. The walls of this basement room have been latticed, and made to present a very attractive appearance. The room is readily accessible and makes it possible for the entire store above to be given over to flowers. It is an attractive store and notable for the beauty of its window decorations.

---

In talking with the brother in charge of the store, I was pleased to find that he is one of the florists appreciating the value and charm of the Primulinus Hybrid Gladioli. He said:



Attractive Arrangement of Gladioli

"We grow a great number of these Primulinus Hybrids on our own place, and use them very freely in making up funeral pieces as well as in baskets and for wedding decorations. Few flowers at this time of year are more graceful or combine better with a decorative scheme in a room."

Mr. Lange then went on to say that people not infrequently ask him to match up flowers to a gown or draperies. He picked up a piece of cloth while I was talking with him and said: "A woman brought this into the store yesterday and asked me if I could match it with flowers. I had no difficulty in meeting her wish, for I found just the shade desired among the Primulinus Hybrid Gladioli."

Of course this sort of thing pleases a customer and makes friends for a store. Mr. Lange appreciates the point I have already made in these talks, which is that the tips should not be removed from these gladioli. It is the lightness and daintiness of the entire stalk that helps to make them beautiful.

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There can be no doubt of the fact that the gladiolus is fast rivaling the dahlia as the flower of the masses. This fact is shown by the large attendance at the shows and the enthusiasm manifested by exhibitors. A two-day show was recently held in Boston, and on Sunday three thousand people passed through the hall. This is the biggest attendance at any regular show on any Sunday in the history of the Society. It is likely to be outdone, however, by the dahlia show being staged as we go to press. Tremendous interest in this show is being manifested, and a record breaking attendance is expected, as well as a very extensive exhibit. The dahlia show, however, always brings out a big crowd.

It has been said by someone connected with the Society, and perhaps with reason, that the dahlia growers come out in great force when their show is held and then are not heard of again until next year's show. This man meant, of course, that the dahlia seemed to be the only flower which interested them, and that they did not come to the other exhibits. Of course this does not apply to dahlia growers as a whole however, for among those who always show are several men whose interest in other flowers is well known.

---

There is nothing like spending a year or so in a big wholesale establishment like that of Henry Robinson Co., of Boston, as a means of getting acquainted with the trade throughout a large part of the country. John P. Fitzgerald made innumerable friends while he was with the Robinson Co., a fact which will stand him in good stead now that he has opened a retail establishment for himself.

Mr. Fitzgerald, who saw hard service in the late war and is a member of the American Legion as well as various other organizations, has used much originality in the arrangement of his new store, which is on Huntington avenue, just off Copley square. He has divided the store space into two sections, one of which will be used solely for a display room, while the other will be strictly a workshop where the men can make up designs and handle the flowers comfortably and expeditiously.

Looking through the archway from the display room the visitor sees a great bank of ornamentals, and this arrangement seems to give size to the room. Along the top of the lattice work and over the entrance, boxes have been arranged which are filled with green ruscus. Later vines will probably be draped from these boxes over the lattice work. This arrangement gives the store an atmosphere of refinement and good taste.

It is seldom that a young florist has started out in Boston with better prospects or with the good wishes of such a host of friends.

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I was interested the other day to notice the care with which James J. Casey of the Rosary, in Boston, was instructing his men in the wiring of flowers. There is more of a knack in this work than is sometimes realized. After inserting the end of the wire in the base of the flower, Mr. Casey gives it two or three twists around the stem and the stick. Then he makes a loop just below the end of the stems and twists the wire back in the other direction, engaging at the same time the bunch of leaves which he had just removed with his knife. This little loop, he considers very important, because it holds the flower absolutely tight. If the loop is not made around the stick below the stem the stick may work up or down, but it is fastened with absolute security when the loop is there.

It is surprising to see how much faster some men can work than others in the wiring of flowers. Much can be accomplished in the matter of speed by simply working out a plan for one's self by which the work can be done with the fewest possible motions. With a little study a man can often learn to do twice as many flowers in a given length of time. It would seem quite worth while for an experienced florist to give his men a few lessons along this line.

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Increased interest in ferns has been stimulated by the big show to be held in Boston, beginning the 22d. When one goes about among fern growers, however, he finds that no such variety is to be seen in the houses as was the case some years ago. This applies to palms and other ornamentals as well. Most of the big growers now confine themselves exclusively to Adiantums and varieties of the Nephrolepis, although these varieties in themselves comprise a small army, one exhibitor having announced that he will show 54 different kinds of Nephrolepis in Boston. Without doubt the biggest general collection of ferns in the trade is that housed by W. A. Manda, of South Orange, N. J. In fact, it would be difficult to duplicate this collection, even if one might draw from other houses throughout the land. In the Manda establishment are to be found great numbers of tree ferns, Staghorn ferns and so on. This collection of tree ferns is most noteworthy. One whole house is filled with these plants, and they make a remarkable showing. There is occasion for congratulation in the fact that Mr. Manda is to be represented in a large way at the Boston Show.

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Wollrath & Son, the well known florists of Waltham, Mass., have a very promising new fern which is likely to be received with much appreciation when it is put on the market. It is a sport of Teddy, Jr., but appears in several ways to be the superior of this popular fern. For one thing, it is hardier than Teddy, Jr., and for another, it never stretches out in the shade as does Teddy. It makes a very solid, compact plant, and altogether possesses just the merits which a fern must have in order to meet popular demands.

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The Wollraths unite with other fern growers in saying that the demand this year has been remarkably heavy. Apparently the public is calling for ferns as never before. In a recent talk with Mr. H. H. Barrows, of Whitman, I was told that he had sent out more ferns the past year than ever before during the many years in which he has been in business. Curiously enough, too, a large proportion of these ferns are going to Canada.

The Wollraths say that the demand includes all kinds, and that fern dishes sell as fast as they can put them out. It is hard to explain just why the fern is so much in favor

just now, but these things seem to go in waves, and apparently the fern wave is now mounting high. Then, too, a great many small growers who foremrly raised ferns have gone out of business, so that naturally the big growers have more calls to meet.

In a recent visit to the Wollrath establishment I was interested to find a long bench of St. Paulia, a plant the flowers of which much resemble violets, and which has been seen on several occasions at Horticultural Hall exhibits. It is a very attractive plant, and the Wolraths seem to have most of the stock. One or two retailers are now handling it, and find that it sells well. I think that when it becomes better known there will be a steady demand for this St. Paulia. Besides blooming plants, the Wollraths have about 2,000 in 2¼-inch pots, which are coming on well.

It is sometimes said that cyclamen seed sown in March will not give fine plants for Christmas. That this is a mistaken notion, however, is being demonstrated at the Wollrath establishment, for on the benches there are thousands of plants now ready for 4-inch pots which were grown from March-sown seeds. They are in splendid condition and will certainly be blooming freely when the holidays come.

In another house are several benches of Gloxinias, also from seed, and making strong growth. Certainly there is no use in buying bulbs for Gloxinias when they can be grown as readily as this from seeds. Outside I found a large planting of Cleveland cherries, somewhat in need of cultivation, perhaps, but making the lustiest kind of growth and covered with berries. Cherries grown in this easy way and selling for fifty cents are money makers.

The officers of the American Gladiolus Society are well scattered throughout the country, as a result of the election held at the St. Thomas, Ont., Show. Mr. C. R. Hinkle, who was elected president, comes from St. Joseph, Mich. Dr. Frank E. Bennett, the new vice president, is a resident of St. Thomas, Ont., and a man who has done more than anyone else to make that city known as the Flower City of Canada. Dr. Bennett is in every way a live wire. Few men have done more for Canadian horticulture than he, and it was due largely to his activities that the Gladiolus Show was held in the Canadian city this year.

The secretary, David Tyndall, is a Brockton, Mass., man. Mr. Tyndall was formerly in business, but recently retired to give his attention to horticultural matters. Already prominent in the East, he is likely to take a much more active part in the horticultural world in years to come. Madison Cooper, the treasurer, hails from Calcium, N. Y., where he publishes the Flower Grower. No member of the association is better known, and none has done more to promote its interests.

Quite naturally the retiring president, H. E. Meader, of Dover, N. H., became a member of the executive committee. Mr. Meader served two years as president, and is well known in the trade, especially for his Lily White, a gladiolus of particular value to florists. Mr. Meader is a florist himself, and is now erecting a very large house at Dover. The other members of the executive committee are both well known gladiolus men, J. J. Prouty, of Baldwinsville, N. Y., and Joseph Coleman, Ravenna, Ohio.

Mr. Cooper has been receiving congratulations ever since the show, for he received the highest number of awards, 27 first prizes, 1 seconds and 1 third. Dr. Bennett, as was expected, did himself proud, having a splendid display from the 35,000 plants in his trial grounds.

St. Thomas has asked the Gladiolus Society to come again next year, but the decision remains in the hands of the executive committee which has not yet reported.

It is understood that much of the stock from Ward's Bulb Farm, of Eureka, Cal., has successfully been transplanted to the Franklin Bulb Farm at Salem, Ore. This enterprise now has some seven acres planted in Spanish iris, tulips, daffodils, etc., and is stated to be in a very promising condition. The fact that Ward's bulb farm did not make a success has been used, in some quarters, to convey the impression that California has not a future as a bulb-raising state. Developments about Santa Cruz, Alameda county and, to some extent, in southern California, will eventually correct this impression.

## THE GENUS CHAMAECYPARIS

By S. J. Sherman

Without the least of intention to underrate the justly attributed qualities of all the other groups and relatives of the natural order of Coniferae, the representatives of the genus Chamaecyparis, better known in cultivation as Retinosperas, represent and constitute a very interesting and rather numerous group of trees and shrubs which, for general landscape and outdoor decorative purposes, are unique and invaluable. Presenting as they do much diversity of habit and color of foliage, some of them being real gems of nature, they rightly compensate for all the attention possibly given for their extensive promulgation. There is, in fact, no branch of landscape gardening in which this beautiful group of conifers does not furnish us with appropriate and handsome specimens. When they are properly arranged in groups by themselves or judiciously placed in company with other evergreens, they form in the park and on the lawn, in the rockery and in the garden, even for foundation planting, the most excellent and striking effects.

All the varieties are sports from the species of C. pisifera and C. obtusa, natives of Japan, and were it not for


# PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street

East Bridgewater, Mass.

## High Grade Peonies

Consisting of such varieties as LeCygne, Soulange, Tourangelle, Rosa Bonheur, L. A. Duff, Jubilee, and many others.

Fifteen fine varieties, all named, for $5, or eight for $2.50.

With each $5 collection I will give one plant of John Richardson free.

*Send for Catalogue*

W. L. GUMM, Peony Specialist

REMINGTON, INDIANA



**Members of the Massachusetts Nurserymen's Association on Their Field Day at West Newbury**

these varieties, the genus never would have occupied so prominent a place as it does now. Both these species and varieties were little known in the first half of the last century. They were first introduced into Great Britain in 1861, and not long after into this country, where they are probably enjoying no less popularity than in any other country.

All Chamaecyparis are quite hardy but do better when somewhat sheltered and unexposed. They thrive best in a well drained but wet soil, that of a sandy loam nature being the ideal. Their propagation is readily effected either by seed or cuttings from ripened wood. The seeds are sown in the spring and the cuttings taken in the fall, inserted in sand or sandy loam soil and kept in a cold frame or greenhouse during the winter. As they are generally slow in rooting, the application of gentle bottom heat in the early spring months will greatly aid them in this process.

## MASSACHUSETTS NURSERYMEN'S ASSOCIATION.

It is refreshing to find the members of the Massachusetts Nurserymen's Association showing continued activity throughout the summer months. Mr. Julius Heurlin, the president, is a live wire and full of ideas. This season the Association has formed a policy of visiting various nurseries from time to time, and the results have been very much worth while. Many new ideas have been received, and a heartier spirit of co-operation has been established among the members.

Among the nurseries so far visited are the Framingham Nurseries and the Little Tree Farms in Framingham, the Eastern Nurseries in Hollis-ton, the Cherry Hill Nurseries in West Newbury, and the Boxford Nurseries in Boxford. The most recent trip was to the two nurseries last named, and proved a most enjoyable as well as profitable outing. The success of these outings or Field Days was shown by the fact that the last attendance was larger than on any previous occasion of the kind.

At the Cherry Hill Nurseries the visitors were warmly welcomed by George and Winthrop Thurlow, sons of the founder, and Mr. D. C. Stranger, the manager. Winthrop Thurlow is secretary of the association, and was one of the busiest men in the party.

Much has already been written in these pages about the Cherry Hill Nurseries, and it is not necessary to tell of the great blocks of Taxus, Andromedas, Maples, Purple Beeches, Magnolias, Spruces, Hemlocks, Rhododendrons and other tree stock, or to dwell upon the immense planting of peonies. The visitors, however, were much impressed with the care taken at this nursery to produce only peonies of the highest grade, and it is safe to say that many points were gained about the best way in which to handle peonies.

At the Boxford Nurseries, which have been made famous by Harlan P. Kelsey, a tremendous planting of evergreens, deciduous trees and shrubby plants was found. Many of the visitors had never seen so many seedlings as were to be found here, and were interested especially in the Rhododendrons, Kalmias, Andromedas and Leucothoes, plants of which Mr. Kelsey is especially proud, and which have made his nursery famous the country over. There are few nurseries in which so many valuable novelties are grown, and there are few nurserymen who know their plants so well as does Mr. Kelsey.

Special attention was paid the Carolina Hemlocks, of which there are two acres. This is one of the most desirable hemlocks in New England, growing just as well here as Tsuga canadensis. Among the Rhododendrons were large plants of Azalea Louise Hunnewell, first introduced by Supt. Hatfield, of the Hunnewell Estute in Wellesley, and Azalea Schlippenhachi, an early blooming species which the Arnold Arboretum has done much to popularize.

## BOSTON NOTES

Exaggerated reports were published in the Boston papers about the illness of Philip L. Carbone, the well known Boylston Street florist, who was overcome while walking in front of the Victoria Hotel a few days ago. It was stated that he had a cerebral hemorrhage, while as a matter of fact he simply suffered from an attack of indigestion, which quickly passed after he had been taken to a hospital. In a few days he was as well as ever, and is receiving congratulations on his quick restoration to health.

The Gardeners' and Florists' Club, of Boston, will hold its first meeting of the season in Horticultural Hall, September 20. An interesting program is being prepared for the coming winter. Reports from the picnic show that it was a decided financial success, leaving a substantial balance in the treasury.

Many changes are being made at the Flower Exchange in Winthrop Square, and within a few weeks several new faces will be found in the stalls there.

The Boston Box Co. reports difficulty in obtaining paper from the mills for making its boxes. It expects to start up business again in good shape when it gets the material with which to work.

# ADVERTISING AND SELLING

Once in a while a florist finds a new way of advertising, even in these modern times. Sometimes it happens, too, that the very simplicity of an advertisement carries it over. That is the case with the copy which appeared in an issue of a Knoxville, Tenn., paper, calling attention to Baum's Home of Flowers. This advertisement is simply a plain statement of the facts regarding the company itself, and the business which it carries on. It was calculated to focus the attention of the public on this enterprise, and to attract visitors to the company's bulb farm, which is one of the largest in the country. As a matter of fact, what the advertisement says is likely to be of interest to members of the trade, at least in other parts of the country, and for that reason, as well as illustrating the advertising methods of the Baums, it is published herewith:

Baum's Home of Flowers, Inc., was established in 1889 by Charles L. Baum. The officers of the firm are: Charles L. Baum, president; Roy L. Baum, vice-president; Karl P. Baum, secretary and treasurer; G. W. Chesney, store manager; Floyd F. Baum, greenhouse manager.

No sooner than Mr. Baum had gotten his first greenhouse structure to producing, he began to sell flowers and plants on the local curb market, and from that time to the present the business has continued to grow and increase that today their store rooms, corner Market and Clinch, is one of the show places of Knoxville.

The greenhouse plant 2½ acres under glass—and their 65-acre bulb farm one of the largest in the United States also share in public interest as local attractions to visitors and homefolks alike. At this farm, at Bearden, there is now growing 22 acres of gladiolas, as well as tulips, lilies, narcissus, cannas, etc., and have been the center of attraction of scores of visitors and all interested in floral development.

Baum's big business is built on honest advertising and their slogan: Service-Quality. The people of Knoxville have long since found out what this personal service at Baum's means to them and not alone in Knoxville—but 112 active, live Baum agents represent them in the great southeastern division.

Florists in Knoxville for nearly 34 years, a welcome always awaits you at Baum's Home of Flowers, Inc., corner Clinch and Market streets, Knoxville, Tenn., U. S. A.

Not a little has been written in Horticulture about the various methods by which florists and nurserymen in different parts of the country are taking advantage of their locations to reach the eyes of passing motorists. The Henry F. Michell Co., of Philadelphia, has suggested that florists have signs made up similar to the following:

"Stop here for that bouquet."
"Fresh flowers at all times."
"Flowers for all occasions."
"Say it with Flowers."

The biggest advertising agency in the country declares that it is a constant reiteration of any advertiser's name which makes it sink into the consciousness of buyers and eventually brings success. There is no cheaper or better advertisement than a nice, attractive sign with one's name and line of business painted thereon. When suspended above or alongside the greenhouse in a position where it will be seen from the road, it is certain to attract attention. A member of the Michell Co. says that on a recent automobile trip he noticed that 90 per cent of the florists located near a main road or directly on one did not display any signs above or alongside the greenhouses to indicate whose houses they are or even that they are open for business.

## EXPLOSIVES FOR NURSERYMEN

Nurserymen who have new land to prepare may be interested in an opportunity to obtain picric acid from the government at a low price. It seems that the war department has on hand a large surplus of this war explosive and is offering it through the state department of agriculture to any residents of the state who desire to use it, provided the orders amount to 44,000 pounds, which will make a carload. The picric acid will be shipped from Wisconsin, and will cost about seven cents a pound, plus the freight, which will probably not be over eight or ten cents, and perhaps considerably less.

Picric acid is said to be a reasonably safe form of explosive, and very effective in blasting out rocks and stumps and in making ditches. It is to be used like dynamite for surface work, except that a No. 8 cap, instead of a No. 6 cap, must be used. Electric connections are required when ditching is being done.

All the facts about how to get this explosive may be obtained from the Commissioner of Agriculture at Boston. I presume it is being offered through the agriculture departments in other states on the same terms.

## SEED LAW

Printed copies of Pennsylvania's new pure seed law, passed by the last session of the legislature, are now available for those persons interested in the law.

While the law became effective on July 1, yet the lack of the printed copies made the enforcement work difficult, as seed dealers generally, throughout the state, were not familiar with the various provisions.

The Bureau of Plant Industry of the Pennsylvania Department of Agriculture now has in operation a complete seed testing plant, testing not only for purity but also for germination. Dealers and others handling commercial seed may secure copies by writing for them.


# MICHELL'S FLOWER SEEDS

## Pansy Seed

**Michell's Giant Exhibition, Mixed.** A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. ½ tr. pkt. 30c; 50c per tr. pkt.; ⅛ oz., $1.25; $2.00 per ¼ oz.; ½ oz., $7.00; $26.00 per ¼ lb.

**Giant Trimardeau, Mixed.** Large flowering and choice colors. Tr. pkt. 30c; $1.75 per oz.; ¼ lb., $8.00.

**Giant Sorts in Separate Colors**

| | Tr. pkt. | Oz. | ¼ lb. |
|---|---|---|---|
| Azure Blue | $0.40 | $3.00 | $11.00 |
| Black Blue | .40 | 3.00 | 11.00 |
| Emperor William | .40 | 3.00 | 11.00 |
| Hortensia Red | .40 | 4.00 | 14.50 |
| King of the Blacks | .40 | 3.00 | 11.00 |
| Lord Beaconsfield | .40 | 3.00 | 11.00 |
| Peacock | .40 | 4.00 | 14.50 |
| Snow Queen | .40 | 3.00 | 11.00 |
| Striped and Mottled | .40 | 3.00 | 11.00 |
| White with Eye | .40 | 3.00 | 11.00 |
| Pure Yellow | .40 | 3.00 | 11.00 |
| Yellow with Eye | .40 | 3.00 | 11.00 |

## Cyclamen Seed

| GIANT SHOW STRAIN | 100 Seeds | 1000 Seeds |
|---|---|---|
| Bright Red | $1 75 | $14 00 |
| Dark Blood Red | 1 75 | 14 00 |
| Glory of Wandsbek, Salmon Red | 2 00 | 16 50 |
| Perle of Zehlendorf, Salmon pink | 2 00 | 16 50 |
| Pure White | 1 75 | 14 00 |
| Rose of Marienthal, Deep pink | 1 75 | 14 00 |
| White with Carmine Eye | 1 75 | 14 00 |
| Mixed Colors | 1 50 | 12 50 |

| LARGE FLOWERING STRAIN | 100 Seeds | 1000 Seeds |
|---|---|---|
| Duke of Connaught, Cramoisi | $1 60 | $13 00 |
| Excelsior, white, red base | 1 60 | 13 00 |
| Grandiflora Alba, white | 1 60 | 13 00 |
| Princess of Wales, pink | 1 60 | 13 00 |
| Salmon Queen, salmon pink | 1 60 | 13 00 |
| St. George, deep salmon | 1 60 | 13 00 |
| Mixed, all sorts | 1 25 | 11 00 |

**Also All Other Seasonable Seeds, Bulbs and Supplies**

WHOLESALE PRICE LIST FREE

**MICHELL'S SEED HOUSE**

518-516 Market Street Phila., Pa.

## FLOWERS FOR FUNERALS.

**A Remarkable Argument in Favor of This Fine Old Custom by a Newspaper Writer.**

Not infrequently a minister or some other prominent man launches a tirade against the use of flowers at funerals, claiming that this is an inexcusable waste of money. Perhaps it would be well for florists to keep on hand an article which appeared in Hearst's American recently as a well written refutation of this assertion. This article reads in part as follows:

"No flowers." I saw that in the paper the other day, in the announcement of the funeral of an old friend.

I'm sorry.

I would have liked to have sent a white rose to lay upon her heart—the tired heart, worn out with bearing the woes of others.

"No flowers"—and how she loved flowers when she was alive!

She had plenty of them, too. Her friends saw to that, and she saw to it herself. Always and always she managed somehow to wear a little knot of violets or pansies, or primroses or fragrant green mignonette, or blue forget-me-nots or something, just so it was a flower, and her simple sitting-room was always gay with blossoms. She didn't always know the names of all the new books, but she could tell you the names of every flower in her garden and every blossom in the fields.

What ferns she had in her little conservatory! Delicate, graceful things that she dug up in the woods herself and brought home and tended with the loving care a good mother gives a delicate child.

"No flowers"—I wonder why.

I love to see flowers in the room where some tired soul has lain down and gone asleep.

I love to see lilies at the foot of the last couch of a beautiful girl.

It is a beautiful custom to send flowers to those who have smiled their last good-by.

And it is such a relief to the sad hearts to see them.

Flowers! Give them to me while I am here to love and enjoy, dear friend of the heart, but, oh, when I am gone, come to the chamber of my last resting place with flowers, too!

I shall know—somewhere I shall know. And what you meant and could not say, what you regretted and dared not speak—I shall see and understand.

## BUYING TO MAKE BUSINESS

Harry I. Randall, the florist of Worcester, Mass., is a philosopher, if what he writes is any criterion. One of the Worcester papers recently published the following from his pen, and it makes good reading.

"If you want work, if you want dividends you must buy.

"What does buying mean in our business of selling flowers, or in your business or your work? Just this: you buy flowers and we put them in a box; that gives employment to the workers in the box factory; we wrap the box in paper; that helps to keep the paper mill going; we tie the package up with twine and that makes the wheels go round in the cordage works.

"If we can employ clerks the money we pay them goes partly for clothes and shoes; that makes work for the cotton and wool grower, the textile operative and tailor, the cattleman, the tanner and the shoemaker.

"When we grow flowers it requires fertilizers; that keeps the chemical works going. We use wire and steel and iron tools, the purchase of which helps to pay the dividends of the wire and steel companies. We use lumber, glass and paint and clay products, which helps to employ other workers and makes business for the railroads and work for the trainmen. We deliver flowers by automobile; that gives work to automobile mechanics and helps the oil company and their men.

"All business is so interwoven today that you must buy if you are to have prosperity. We believe that any business where the prices are right is entitled to urge your co-operation. Our prices are right and we have the finest and the most beautiful summer-time flowers ever grown, at pre-war prices.

"Use them to make your homes and lives pleasanter and better and give them to those you love while they can enjoy them."

There is food for thought here, isn't there?


# FIELD GROWN CARNATIONS

We can still supply New England grown stock.

Clean Plants --- Well Packed.

Write us for list of varieties we can supply.

## VINCAS

**Variegated**

**Fall Delivery**

| | 100 | 1000 |
|---|---|---|
| 2¼-in. | $6.00 | $55.00 |
| 3-in. Extra good | 10.00 | |

**Field Grown,** $12.00, $15.00, $18.00 per 100.

## CINERARIAS

**Hybrids**

Dwarf growing, remarkable for richness of color and compact growth.

| | 100 | 1000 |
|---|---|---|
| 2½-in. | $6.00 | $55.00 |
| 3-in. | 10.00 | |

## PRIMULA

**PRIMULA MALACOIDES ROHRERI**

The best strain of Malacoides on the market.

| | 100 | 1000 |
|---|---|---|
| **Pink and Lavender,** mixed, 2½-in. | $6.00 | $55.00 |
| **PRIMULA Malacoides Conspicua.** A novelty, 2¼-in. | 8.00 | 75.00 |
| **PRIMULA Malacoides Townsendii,** 2½-in. | 6.00 | 55.00 |
| **PRIMULA Obconica Rosea, Gigantea, Grandiflora, Apple Blossom and Kermesina,** 2¼-in. | 6.00 | 55.00 |
| 2½-in. | 7.00 | 60.00 |
| **PRIMULA Chinensis,** 2-in. | 6.00 | 55.00 |

# C. U. LIGGIT

## WHOLESALE PLANTSMAN

BULLETIN BUILDING, PHILADELPHIA

NEW ENGLAND OFFICE L. J. REUTER IN CHARGE

15 CEDAR STREET, WATERTOWN STATION, BOSTON

## F. T. D. CONVENTION

### Canadian Florists Will Have a Warm Welcome for the Delegates

Plans are maturing for the F. T. D. convention at the King Edward Hotel, Toronto, on October 11, 12 and 13. Letters are being received from all over Canada containing assurances of co-operation with the Toronto executive in making it a real Canadian convention.

The first session will be devoted to welcoming the delegates to Canada through W. E. Groves, president of the Canadian Florists' and Gardeners' Association, and W. W. Gammage, London, general chairman for Canada of the Canadian convention committee.

Each visitor will be given a souvenir distinctly Canadian. They will be given a drive around the city and an opportunity to observe the flower shops, which will be specially decorated for the occasion.

The committee wishes it known that all sessions are open to any florist, whether a member or not, and the hope is expressed that there will be a big representation of Canadian florists at the convention.

The chairmen of committees were entertained at dinner by Mr. and Mrs. H. G. Dillemuth on August 23. After dinner a meeting was held when arrangements were made for a souvenir program.

Offices with staff have been opened at the Toronto Retail Florists' Club rooms, 12 Adelaide street west, and all correspondence will receive prompt attention.

The whole mezzanine floor at the King Edward has been reserved, including twenty rooms for exhibition purposes, rest rooms, ladies' parlor and convention rooms. The luncheons on Tuesday and Thursday, and the dinner on Wednesday evening will be held in the big new banquet hall.

## MOVING BIG TREES

The moving of big trees is being done with increased confidence, now that the methods to be used are well understood. Several firms are giving special attention to this work, and it sometimes happens that shipments are made for long distances. The Cherry Hill Nurseries of West Newbury, Mass., some time ago shipped a purple beech all the way to Detroit. This tree weighed fourteen tons, and filled a 40-foot box car. Other trees as large have been shipped to many other places throughout the country by this concern. The accompanying illustration shows the way in which the immense balls of earth are wrapped and the way in which the trees are handled. The owners of large estates are willing to pay thousands of dollars in order to have trees of many years' growth set out for the beautification of their grounds. Even municipalities occasionally spend much money in this way. Along one avenue in Chicago are hundreds of trees which were set out when well matured.



How Big Trees Are Moved

## NEW BOOKS

*Book of Gardens.* Condé Nast & Co., New York City, publishers. Price $5.00.

House and Garden's Book of Gardens is a handsome piece of work. It is made up of stories and articles selected from the magazine itself with great care by the editor, Mr. Richardson Wright. It abounds in beautiful pictures, and has a great amount of information which while designed primarily for the amateur will prove of interest to even the profession. The latter will find special pleasure in looking over the illustrations of well planned gardens in many parts of the country. A valuable feature of the book for the novice is a gardener's calendar running through the entire year. The book is very attractively bound in green with gilt trimmings.

*Pages from a Garden Notebook*, by Mrs. Francis King. Published by Charles Scribner's Sons, New York City. Price $3.00.

It is only necessary to announce a new book by Mrs. King to be sure of a large sale. Mrs. King's garden activities have been many and have extended through a wide range. She writes, therefore, with intelligence and discrimination and her pleasing, vigorous style is matched only by her knowledge of flowers. An unusual chapter on American seed catalogues has already been noted in Horticulture. Another chapter of special interest is devoted to the Arnold Arboretum, giving a terse and enthusiastic review of the work being done at that famous institution.


# RHODODENDRONS

**Hardy Hybrids Mixed Colors**

Grown in our Cape Cod Nurseries. We have them in the following sizes—12 to 15 in.; 15 to 18 in.; 18 to 24 in. Nice, clean, bushy plants.

# KALMIA LATIFOLIA

**(Mountain Laurel)**

Nice, bushy, nursery-grown plants, in the following sizes—12 to 15 in.; 15 to 18 in.; 18 to 24 in. We can quote you very attractive prices. This material is scarce and will be snapped up quickly.

## R. & J. Farquhar Company

**6 South Market Street, Boston, Mass.**

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

What looks so forlorn as an empty window box. Perhaps it has been gay with petunias, geraniums or some other flowers all through the summer months. But when these blooms have been cut down by the autumn frosts it becomes a bare and cheerless object. Need it remain so through the wintter? By no means. There is no reason why it shouldn't be just as handsome throughout the winter season as in the summer, although in a different way. The solution lies in the use of evergreens. But to be successful with them it is necessary to have boxes that can be taken into the house at intervals or else to have the little evergreens stand in pots in the boxes.

Naturally there is excessive evaporation from evergreens occupying such a position. This must be compensated for in some way. If the plants can be taken into the house once a month and given a thorough soaking with water they will go through the winter in perfect condition, and be ready to set in the ground when spring comes. If the little trees are in pots it is best to set them in a pail of water or in the bath tub and leave them for several hours until the air has been driven out of the earth and the soil saturated with moisture. If large pots are used, water should also be applied to the top. This same practice, obviously, is required for larger trees which are kept in tubs or in pots on the porch or at the entrance of the house during the winter.

There are no better plants to use for outside boxes or tubs than the Blue Spruce, the White Spruce, Engelman's Spruce, Arborvitae and Ground Junipers. Arborvitae is especially desirable for houses which are built of cement, stucco or stone, as they give mass without formal lines. Their winter coloring, however, is bronze or purplish green, which while pleasing to many people with artistic tastes is not liked by everybody.

White Spruce is very decorative and is to be chosen where height and a certain degree of formality may be desired. Its silvery green color is very attractive. Ground Juniper is sometimes used for fillers. For that matter, Ground Juniper alone makes an ornamental box, its soft lacy effect and bluish tinge proving highly satisfactory. This is a plant to be chosen especially for houses which require low, horizontal effects. Sometimes Ground Junipers and dwarf Mountain Pines are used together, and a large box may have a combination of Arborvitae, White Spruce and Junipers, giving variety in both form and color.

While the Arborvitae and Red Cedar turn bronze in color if kept out of doors, they keep their summer green when used as living decorations within the house. These two little trees and others, like the Blue Spruce and the Norway Spruce, grow nicely when potted up and taken into the house. They are much easier to handle than ordinary house plants, for they can be kept in cold, draughty corners or near the windows without danger. Sometimes they are used to advantage as a background for flowering plants. If given the right treatment these evergreens wintered indoors will be in good condition for planting out when spring comes. Indeed, there is no reason why they shouldn't be used indoors for several consecutive seasons, having a place in the garden during the summer.

The treatment to be given them must be just the reverse of that described for evergreens kept outside. Once a month, and preferably once in two weeks, they should be carried out of doors and allowed to stand in freezing temperature for half a day. The explanation of this treatment lies in the fact that, when the little trees are kept indoors, red spiders may naturally develop in the soil, just as they do outside in the spring. If allowed their own way they may gradually work into the foliage, but if the plants are given the outdoor treatment mentioned, they will be killed by the cold and no trouble will be experienced with them. In fact, after February it will be no longer necessary to set the plants outside until spring.

As the days begin to lengthen the little trees will start making their new growth. This is the time when they look their handsomest, and if they are symmetrical, choice specimens (and no other kind is suitable for growing indoors) they will excite the admiration of all who see them. Care must be taken not to set the plants out of doors too early, for a severe frost might damage this new growth, causing it to turn brown.

Increasing interest is being shown in evergreens as house decorations, and this extends even to the Christmas tree. In many homes the living Christmas tree is now preferred to any other kind. It is bought early in the fall, kept growing through the winter, and given a favored location in the garden when the spring comes. Sometimes a Christmas tree is named for each child in the household. There are few boys and girls who will not take special joy and pride in a tree which has been planted for them and keeps pace with them as they grow to maturity.



Window Boxes Planted For Winter

## HOLLOW STEM OF PEONIES

### Winthrop Thurlow Tells How to Deal With It—Treatment for Wilt Disease

Although peonies are not greatly subject to disease or the attacks of plant pests, more or less difficulty with "Hollow stem," so called, is found. In discussing this condition, Mr. Winthrop Thurlow, of the Cherry Hill Nurseries, said recently:

"When a peony is divided and planted out it should make a lot of new growth; the old root which supported the buds the first year will practically die away and entirely new roots be formed. The buds come up close together in a single crown, and the roots spread off in all directions. As the plant is left in the ground without being disturbed the buds for each succeeding year form to a great extent on the outside of the stems. Thus the stems gradually come from a wider and wider circle, somewhat as those of the German iris do, only not in such a marked degree. The growth of the root also slows up, and not so much is made, but the strength is put into the blossoms, which makes them finer every year.

"Now there is apt to develop in an old plant a place where the buds have ceased to form. This tissue dies out, and in many cases the plant gradually comes to have a dead and later a somewhat decayed portion in the center. Why we speak of it as a condition is that it is a natural growth of the plant, but may be held back or hastened a good deal by the fertilizer used. The more manure is used on a plant the most the tissues become soft and give lodgment to any fungi which may be in the soil, and this in turn gives a lodging place for wire worms, etc.

"We fertilize our peonies and believe that in most cases peonies should be fertilized by using a larger percentage of potash, which will of course act on the roots rather than on the flowers; and then in the spring a quick acting nitrogenous fertilizer to act as a tonic. There is nothing the matter with peonies having this old crown except as to division, when they do not look as well, and of course do not divide as well to sell.

"There is another condition which the plant may get, called botrytis, which shows its effects in a wilting of the stem usually about June, and if these stems are not cut off and lime scattered around the plants, the fungus will eventually work down into the plant and kill out the bud which sent up the stem. This is sometimes called the 'Wilt Disease' or 'Black Rot,' and is caused almost altogether by overfeeding with manure, allowing the fungi to enter through the weakened cellular tissue. We have sometimes seen it start where a bud is frostbitten, and the fungus will work down a few inches. We have never had any bad case of this 'Wilt Disease,' and consider that it is due to the way we have fertilized our peonies. We believe that the crown should be replenished every five or six years if the peonies are planted out permanently. The old earth may be scraped away down as far as the roots and new soil put in. One of the best fertilizers is ground bone, and some fertilizer containing potash. Of course this varies somewhat according to the soil in different parts of the country. We can use a great deal of lime on our peonies, but farther west they do not need as much. The best cure for either of these conditions is to cut the old part away down to clean tissue and dust with land plaster and plant in fresh soil."

## DAHLIAS

Of all the lectures given this summer in Horticultural Hall the one most looked forward to by Hillcrest is to be by Mr. J. K. Alexander, the Dahlia King, of East Bridgewater, Massachusetts, on the tenth and eleventh of September, Saturday and Sunday afternoons, at three o'clock. For we want to know how to bring our dahlias to perfection.

Three years ago our dahlias were beautiful. The next year they bloomed early then frizzled out. Last year although we had lightened our soil with coal ashes our plants produced leaves but few blossoms. This year the blossoms are larger, but we are still troubled with the lacefly. We need help in growing these beautiful flowers.

There are now so many varieties of dahlias, from the pretty mignon with which we had success last season, to the long petaled, richly colored cactus and peony flowering types. There are few flowers which excel the dahlia in its wealth of color, and the improved varieties give much beauty of form.

We hope that Mr. Alexander will tell us about the soil best suited to them, the care we must take in disbudding them, and of how to prevent their distorted bloom. Some people have given up growing dahlias away from the seashore, thinking that they need its damp, salty atmosphere, but in other country gardens we see them gayly nodding to us from the top of their tall stalks.


**GIANT PANSY SEED**

No. 10. Kenilworth Giant Exhibition
No. 12. Kenilworth Giant Prize
Each sort: 1000 seeds, 50c; 1-8 oz., $1.75; ¼ oz., $2.50; oz., $10.00.
No. 22. Kenilworth Mixture
No. 30. Blotched
No. 32. Parisian
No. 34. Bronze Shades
No. 36. Triumph of Giants
No. 70. Orchid-flowered
Price of the preceding 6 sorts: 1000 seeds, 35c; 1-8 oz., 90c; ¼ oz., $1.65; oz., $6.00.
No. 24. Kenilworth Show
No. 28. Masterpiece
1000 seeds, 40c; 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.
Giant Trimardeau in mixture or separate colors
1000 seeds, 30c; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.
Early Flowering or Winter Blooming Giant Pansies.
1000 seeds, 40c; 1-8 oz., $1.10; ¼ oz., $2.00; oz., $7.50.

**CHAS. FROST**
KENILWORTH, N. J.


Where others have succeeded we do not want to fail, so we are looking forward with interest to Mr. Alexander's talk on the cultivation of the dahlia before the Massachusetts Horticultural Society on Saturday and Sunday afternoons, September tenth and eleventh, at three o'clock. We are going to the hall prepared to ask many questions which we hope that Mr. Alexander or others interested in the growing of this beautiful flower will answer.

M. R. CASE,
Hillcrest Gardens, Weston,
August 29, 1921.

## CHANGES AMONG GARDENERS.

William Dickson has become gardener to J. C. Bryden, Brooklandville, Md.

George Baker, at one time superintendent of the George Eastman estate at Rochester, New York, has taken a similar position on the estate of Spencer Kellogg, at Derby, N. Y.

J. E. Shaw has become head gardener of the Dominion Experimental Station, at Lacombe, Alta., Canada.

Carl Peterson has been made gardener in charge of the vegetable garden on the Straus estate, Red Bank, N. J.

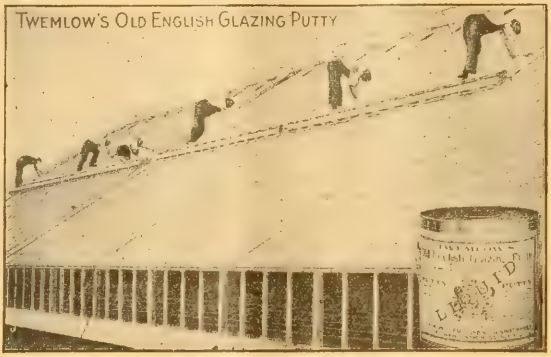
Alfred Woodger has become gardener on the Levy estate, Larchmont, New York.

George Wynes sis now gardener to Mrs. C. A. Congdon at Duluth, Minn.

## IT PAYS TO ADVERTISE

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Medford, Mass.




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## SAVED THE POETS' NARCISSUS.

### An Interesting Bit of History Concerning the Late John K. M. L. Farquhar

In the August number of the Garden Magazine the editor, Mr. Leonard Barron, relates a very interesting bit of history which reflects to the credit of the late Mr. John K. M. L. Farquhar Mr. Barron saysrmlm?bNa IMEevrfw of Boston. Mr. Barron says:

"John Farquhar was at the Chiswick Gardens of the Royal Horticultural Society some forty years ago, as assistant to my father, A. F. Barron, who was then Superintendent. The place was rich in a vast variety of plants of all kinds that had been brought together from all parts of the earth for study and comparison, for the R. H. S. had been a great pioneer in plant knowledge. Fortune's pioneer Chinese collections were distributed from there and I myself recall some of the originals standing there a few years ago. They are all gone now, every last trace of them, for I went over the spot this summer. There were also many interesting monuments of other collectors such as the old original Wisteria, all of which are gone—the Wisteria covered a whole house side. It was ruthlessly cut down even though the wall on which it grew still stands as part of a good garden!

"But to my story of the True Poets' Narcissus: Peter Barr was reviving the Daffodil and collecting obscure or 'lost' varieties, and it is to his great enthusiasm at that time we owe our present-day worship. Naturally he culled over the collections at Chiswick, and had exhausted them, as he thought. John Farquhar had observed an obscure small clump of Narcissus that seemed backward, but, keeping it under observation, at last saw a few flowers open. Calling my father's attention to its lateness, he was advised to take a bloom to Mr. Barr, who at once, and with characteristic enthusiasm, recognized the then considered lost True Poets' Narcissus, N. poeticus poetarum. Thus was this splendid form recovered to our gardens, and I lay this tribute of honor to a man whose enthusiasm for gardening in general in any form has really done much for us."

## NEWS NOTES.

Ralph H. Messenger of Springfield, Mass., who recently bought the Dalton property on Linden street, is planning to erect a greenhouse 100x25 feet.

William Allen Vining, a retired florist of Hingham, Mass., died recently at the age of 81 years.

The Blatchley Flower Shop, of Meriden, Conn., now being erected, will be a very attractive establishment, the front being made of tapestry brick. A greenhouse will comprise the second story and roof. The store will have a red quarry tiled floor, and a stairway at the rear will lead to the greenhouse above. The greenhouse material is supplied by Lord & Burnham.

J. A. Cleary has opened the Hillside Flower Shop at Elmira, N. Y. Mr. Cleary has put up greenhouses and will conduct a wholesale and retail flower business.

H. M. Totman Co., Inc., has leased a store at White River Junction, Vt., for a flower shop to be called the Vermont Cut Flower Exchange. It will be opened about October 20.

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## A. P. DEWAR BACK FROM EUROPE

The many friends of Mr. Alexander P. Dewar, of the R. & J. Farquhar Co., of Boston, Mass., are glad to welcome him back from his trip to Europe, although regretting that he was obliged to return much earlier than he had expected, owing to the death of Mr. John K. M. L. Farquhar. Mr. Dewar reports that he found conditions in Europe very much as they are in this country, with prices high. He remarked especially on the care with which carnations are handled at Covent Garden, saying that they are re-shipped in the boxes in which they are received from the growers, not being taken out. He found the blue Statice being used in great quantities by the retail trade, largely for the making of wreaths.

Although he hadn't much time in southern France, he learned that French bulbs were none too plentiful, and prices rather high. He found much complaint even in Europe against the high prices being charged for Holland bulbs.

## THE HARDING DAHLIA.

According to the Boston Herald, Mr. J. K. Alexander, the well known dahlia expert of East Bridgewater, Mass., has raised a new dahlia, which he expects to name for President Harding, providing the president gives permission. This specimen, as well as a thousand other blossoms from the Alexander Farm, is to be seen at the Dahlia Show in Horticultural Hall beginning today.

## TREES OF INDIANA.

The new edition of Deam's "Trees of Indiana," published by the Department of Conservation of that state, is a remarkably complete and handsome volume illustrated with 137 plates which are photographic reproductions of the foliage, flowers and fruits of many species. Mr. Deam, who is State Forester, has had an unusual opportunity to become familiar with the tree flora of Indiana, and his comments, besides being based on accurate observations, are interestingly phrased so that the book is by no means a dry or abstract volume. He says, for example, of the Hickories, of which he recognizes eight species in Indiana, that they are very slow growing trees which develop a long tap root and consequently are hard to transplant. He recommends that germinated nuts and not seedlings be planted. He says of the Sassafras tree, "It deserves more consideration than it has received as a shade and ornamental tree. The autumnal coloring of its foliage is scarcely surpassed by any tree, and it is free from injurious insect pests. It adapts itself to almost all kinds of soils and grows rapidly."

Mr. Deam also says, however, that the Sassafras tree is difficult to transplant, which is one reason, no doubt, why it has not been taken up more generally by nurserymen in spite of its good qualities.

Mr. Deam argues against the incessant changes of nomenclature which have become somewhat of a nuisance in this country.

Altogether it is a very worth while book, and of value to residents of other states as well as of Indiana.

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7- 9 (300 to Case) Per Case
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FRENCH ROMAN HYACINTHS

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15 ctm per 1000 ..... 65.00
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All Fall Bulbs here, or due soon
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Midsummer List for Florists ready---Ask for it.

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MULTIFLORA JAPONICA ROSE SEEDLINGS

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Says Sam: Nobody knows all there is to know about growing flowers, except maybe these fat fellows you hear talking in smoking cars.

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**Outside Competition** With the constantly growing number of people raising gladioli, dahlias, asters and similar flowers in a more or less large way, it is inevitable that many of these flowers should be put upon the market through some avenue or other. In a great many instances they do not pass through the florists' hands. In fact, in some cities there is very decided competition between the florists and growers who are little more than amateurs. The situation is growing more obvious this season, and florists are somewhat concerned to know what the end will be.

In not a few instances the small growers, who are raising these flowers as a side line, state frankly that they expect to get all the trade they can by underselling the florists. Occasionally a commercial grower takes the same attitude, which attitude is pretty well epitomized by an article which appears in the Flower Grower for September, and which is signed by Benjamin C. Auten. The article is given below, and it will be of interest to have the comments of those in the trade.

"The public does not exist for the sake of the bulb growers, flower growers and florists, but the bulb and flower growers and the florists are in their lines of business for the sake of the public whom they serve.

"Whether or not I grow my bulbs for the sake of the bulbs, if I have a crop of flowers beyond my personal use for flowers, I have no right to withhold that crop of flowers from the public which wants it and is willing to pay a price to me, beyond my cost of distributing. Whether this competes disastrously with the business of the florist is none of my concern. My concern is to run my own business. If the florist wants two dollars a dozen for his flowers, and I can furnish mine for a dollar, I am serving the public better than he is, and he must take the consequences. People in all other lines of business do, and the florist is no better than anyone else, and should not ask favors not expected by others.

"To be sure, the florist gives an expensive service, and must secure a price commensurate with the service. His service is in more or less demand at all times of the year; he knows about what the natural demand for his business is, and should govern his dealings accordingly.

"It is true, too, that the demand for his services are limited; he could not sell all the flower crop even if no one else sold any. Why should he imagine, then, that a dime or a dollar received for flowers by someone not a florist is a dime or a dollar stolen, criminally taken, right out of his pocket? Also, when I am cutting one or two thousand blooms a day, why should a florist, when he buys five dozen a day, imagine he has full right to control my price on the other nine hundred forty or nineteen hundred forty flowers I sell every day?

"The idea is past understanding; yet he does imagine it. When I sell him his flowers, I sell him the flowers and I sell him absolutely nothing else. I do not sell him a guarantee of a market for those flowers. If he hasn't a market for them, he should not buy them.

"This is a free country, too, and one person has just the same right to raise and grow flowers that any other person has. If he sells his goods at a price below his cost of production, he will before long give up the practice. If he sells at a low price and makes headway at it, other growers must match his tune or quit whistling. It is the same in every business.

"The scheme to enter into arrangements not to sell flowers, and to blacklist those not joining the plan, as well as all other schemes of wire-pulling, are liable to have an effect before long far different from the effect intended. In the long run, to meet all competition openly, to buy where the best bargain can be made, to acknowledge every one his rights, will work out to the best advantage of all."

Mr. Auten has thus laid his cards on the table; what will the next play be?

---

**Prof Shaw's System** A writer for our esteemed contemporary, Florists' Exchange, is very skeptical about the announcement made in these columns several weeks ago regarding the system worked out by Professor Shaw, of the Massachusetts Agricultural College at Amherst, for identifying nursery trees by their leaves. This writer remarked that he had heard nothing about the meeting at which Professor Shaw was expected to give the results of his experiments, and gently insinuated that the professor failed to come to time.

Now, as a matter of fact, the meeting was held, and Professor Shaw did appear. He did explain his system, and what is more, he demonstrated it before a large and greatly interested audience. Leaves from scores of different fruit trees were brought to the meeting and presented to the professor, who named them one after another quickly and with but little hesitation. His score was almost a hundred per cent perfect, for only in a very few cases did he fail to identify the leaves properly. He was working under difficulties, too, because for the most part the leaves had been carried about for some time and had lost their freshness.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
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DUCKHAM-PIERSON CO., Madison, N. J.
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GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. CODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


### A TREE AND SHRUB SELLING CAMPAIGN.

A unique campaign has been planned by the Chamber of Commerce in Bridgeport, Conn., for Sept. 14, 15 and 16. A special drive is to be made for the selling of shrubs and trees, and it is expected that $5,000 worth will be disposed of. Last year the Chamber sold a thousand trees and 5,000 shrubs. Special booths will be erected in different stores about town, and women will undertake the task of beautifying Bridgeport by receiving orders for trees, shrubs and vines. Arrangements have even been made for furnishing loam when required for proper planting.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**
226 DEVONSHIRE STREET
BOSTON, MASS.


## George Watson's Corner

"You in your small corner and me in mine."

The rose growers on being asked if they were willing to come back to pre-war prices said, "Yes, of course." But the coal barons on whom we depend for our winter fuel must come back first, also the laborers at two who now want six.

The acme of human delight, according to the poets of all ages, is summed up in the expression:—

"Wine, Women and Song"

But something more than these are necessary at every festive gathering, according to the decorative artists in the Pennock Wholesale Flower Market. They insist that to make any affair of that kind perfect, there must also be, Pennock Quality—

"Flowers, Ribbons and Baskets"

We pass this thought along to the gentlemen who do the decorating. Perhaps, now that the liquid part of the ancient institution is wiped out, there is all the more room for the floral artist and his wares, that cater with fragrance and beauty to the eye and the nose, even if the tongue has to stick to the roof of the mouth. But we have our doubts.

If somebody died and left you a million what is the first thing you would do? Of course there's many ways of spending a million but what would you yourself personally do if you had that million! Miss Marey said she'd have to think it over a while before she could answer. Eddy Degore did not hesitate a moment. He'd buy the finest race horse in the country and beat them all to a standstill, and win all their money. The Dago boy who shaves me made whirligigs with his arms! he'd do back to sunny Italy and live like a king. The colored boy who brushed me off had a different idea. Stutz-Stutzberberger -- Stukolootski -- Automobile. That's as near as I can put his stutterings of the big Limousine into type. But he saw himself scattering the mob of presidents, mayors and policemen at Broad and Chestnut Street all right.

Miss Bauer and Miss Reed and some of the other charming ladies in the office came back with the counter question, "What would you do?" Who, me? Well, I began to talk about the Bible, and King David and King Soloman and things —these old men were allowed many wives, etc., before they wrote the psalms and the proverbs—and then they blew up! And shoved me out of the office! What do you know about that! We read in the papers about folks getting into trouble who have real money. But if you only start the thing on an imaginary basis you can stir up a little excitement before you get through.


**Garden Seed**

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AMPELOPSIS Veitchii, in 4-in. pots, 3-yr.-old, staked, at $35.00 per 100.
AMPELOPSIS Cinkafolia, 5½-in. pots, at $35.00 per 100.

**A. L. MILLER, Jamaica, N. Y.**

So much for August. The first of September will be the last of August, according to my German friend that I meet sometimes on Ranstead St. But September is here now and we'd better get busy and make a few dollars. Now for the September Drive.

An excellent sample of the "Pomfret Purity" the new White Gladiolus, was on exhibition at the Pennock Flower Market and excited considerable favorable attention. This exhibit came from Cincinnati August 25th.

Edwin J. Fancourt, of the S. S. Pennock Co., took his family to Atlantic City on the 2nd inst. for a month of the sea breezes. The boss will get the week-ends; but even that is better than nothing.

Our old friend, Theodore Meskers, who made the boys sit up and take notice while he was located at McKinley (near Jenkintown) is now proprietor of the Colonial Greenhouses at Ocean Heights, and is doing a rushing business among the elite of that vicinity—which includes Atlantic City and nearby points. We miss his old flivver in front of the flower markets in Philadelphia, but so long as he is well and prospering, our hearts go with him.

Tom Holland, one of our well known private gardeners, is about again after a siege in the hospital. He says the operation was a big success, and that he feels again as fit as he ever did at his best.

Philip Frend, of Michell's, made a special journey out to Elkins Park on the 1st inst. with six fine specimens of their new dahlia, "Mrs. George W. Elkins." It is an autumn colored flower of the decorative type, and of immense size, about a foot across, if you listen long enough to Philip. The recipient was highly delighted and called a special party of her friends for dinner the following evening to celebrate the baptism.

C. V. Liggitt is enjoying a brief vacation at Atlantic City. In the meantime the home forces in the Bulletin Building are being ably managed and kept on the jump by that queen of business women, Miss Freund. She reports everything going along nicely, and the orders rolling in in good live-wire fashion.

Hugo Niessen reports the Philadelphia Flower market the past two weeks the dullest in four years at the same period. A vast amount of stock to dispose of and nowhere to put it. Other wholesalers corroborate this. The supply has been much ahead of the demand and a great deal has re-

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mained unsold. Prices have sagged in sympathy with this condition, and the returns for August will be rather saddening for the growers.

Recent visitors include: Will Rehder, Wilmington, N. C.; Lewis N. Pleiss, New Albany, Indiana; Wallace B. Patterson, Montgomery, Ala.; Frank Wartz, Roanoke, Va.; S. W. Dabney, Richmond, Va.; C. N. Hibbard, Durham, N. C.; John Whitt, Roanoke, Va.; Charles Baum, Knoxville, Va.; Bassi Freres, New Rochelle, New York.; Mr. and Mrs. C. E. Gunton, Bradford, Pa.; Mr. and Mrs. John and R. E. Espey, Brookville, Pa.; W. G. Jones, Du Bois, Pa.; R. L. Bowersox, Lewiston, Pa.; Mr. and Mrs. S. A. Starr, Goldsboro, N. C., and J. J. Soar, Little River, Fla.

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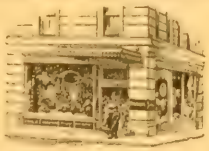
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## DWARF SHRUB GARDEN.

The Arboretum two years ago established in its propagating department at the corner of Centre and Prince streets a collection of dwarf shrubs planted in frames and protected from the heat of the summer sun by lath shades raised high enough to permit a person to walk under them and to insure a free circulation of air. In these frames it has been found possible to grow successfully a number of shrubs which require partial shade and daily summer watering, and are too small and often too delicate to be properly protected in the open ground in a public garden of the size and character of the Arboretum.

In this collection are now established such difficult plants as Salix herbacea and S. uva-ursi, Linnaea borealis, Epigaea repens, Cassiope hypnoides, Loiseleuria procumbens, Kalmia microphylla, Rhododendron indicum, Vaccinium praestans, and some three hundred other interesting dwarf shrubs which have never before been successfully cultivated in the Arboretum. In this collection it is now believed possible to maintain Erica tetralix, E. vagaris and possibly other dwarf species, and here will probably grow the so-called Irish Heath (Dabboecia) which has not yet proved hardy here.—Arnold Arboretum Bulletin.

Mrs. Mary A. Miller, of Moundsville, W. Va., near Wheeling, has moved her flower shop to 913 Second street. Mrs. Miller is one of the veterans of the floral business in the Ohio Valley, and has spent nearly her entire life in building up the business of which she is now the head. Associated with her are her two sons, B. F. and F. E. Miller.

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## FERN SHOW IN BOSTON

**It is to be Held Sept. 22-26 and will be an Unusual Event**

It is already evident that the Fern Show to be held in Horticultural Hall, Boston, September 22-26, will be the greatest event of the kind ever staged in this country. Indeed, it is probable that no such show has ever been held in any country. Mr. A. C. Burrage, president of the Society, has engaged the entire lecture hall for his exhibit, which will be one of the biggest features of the show. In addition to showing tropical ferns and similar plants, Mr. Burrage will have undoubtedly a remarkable display of tropical orchids. This exhibit will be of interest to everybody in the trade, as well as to the general public. In fact, the whole show will be one which the trade cannot afford to miss, as the exhibitors will be in a large measure professional growers.

Probably the biggest display, next to that of Mr. Burrage, will be that of W. A. Manda, So. Orange, N. J. Mr. Manda will have a carload of plants, including tree ferns, cacti, Bromeliads, Staghorn ferns and 54 varieties of the Boston fern.

Another big exhibit will be that of Robert Craig, Philadelphia, famous the country over as a grower of ornamental plants. He will have a collection of Crotons, Dracenas and the like.

A noteworthy feature of the exhibit to be made by Henry A. Dreer, of Philadelphia, will be a new Japanese fern, many specimens of which will be staged.

Wollrath & Sons, of Waltham, have arranged to enter nine classes, and will have a general display besides. Another famous fern grower who is expected to show is F. R. Pierson, of Tarrytown, N. Y., who has done as much as any man to popularize the fern in America.

Altogether everything points to a remarkable show, and one which for many reasons will make a strong appeal to the trade. It is expected, therefore, that visitors will come from many states.

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The quality is much better than we generally have in August.
Let us make you a sample shipment.
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## YELLOW PEONIES

There is always a call for yellow peonies, although the number of such peonies is small. The Cherry Hill Nurseries recently answered a question about such peonies as follows:

Paeonia Lutea is a small yellow flower, about two inches across, of just about the shade of a buttercup. Of the yellow Chinese peonies, the best that we have seen so far is Primevere. Laura Dessert is given credit for being a very fine yellow, but we have not seen it on large enough plants to determine yet its intrinsic merit. The next best is Princess Irene, which has rather light guard petals and sulphur yellow center, with an occasional trace of carmine.

## NEWS NOTES

A new company, known as the Journey's End Corporation, of Danbury, Conn., has been organized, with a capital of $500,000, and announces a very ambitious program, including the raising of flowers, plants and trees. The incorporators are Colin M. Ingersoll, Walter N. Maguire and Hannah M. Nelson, all of Stamford.

## THE F. T. D. A. CONVENTION

The annual convention of the F. T. D. A. will be held in Toronto, Ont., October 11, 12 and 13. A reduced rate has been granted on all the Grand Trunk lines, and will be under a certificate plan.

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Every one who is using the Manaway System without the end nozzles can now fit their lines with our new 3-outlet end nozzles which take the place of not only the regular nozzle but also furnish 2 streams, one 4 and the other 8 foot out of true. One of these nozzles placed at the beginning or end of the line has the effect of lengthening the line 8 feet at each end. These nozzles can also be used in other systems which use a large nozzle. The price is 15c each, postpaid. C. W. SKINNER, Newfield, N. J.

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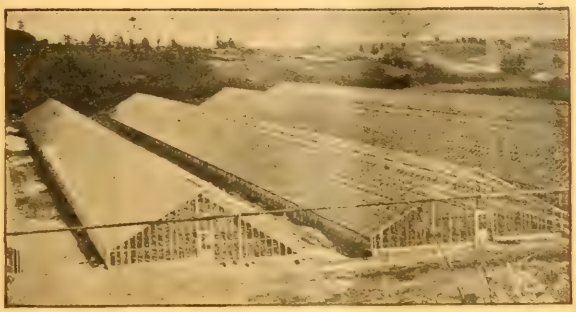


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# HORTICULTURE

Volume XXXIV SEPTEMBER 25, 1921 Number 6



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1894-1921

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### GARDENERS' AND FLORISTS' CLUB OF BOSTON

If you want to learn anything about poultry keeping, ask the members of the Gardeners' and Florists' Club of Boston. It developed at the regular meeting held at Horticultural Hall on Tuesday night that the club is filled with poultry experts, and when Professor Argood, of the Norfolk County School, got through talking about poultry matters, he was deluged with questions. Professor Argood gave a very interesting talk on the selecting of breeders and layers. He illustrated his remarks by the aid of living pullets.

He gave a great amount of interesting information which will help the poultry experts in the club to increase their egg production.

Previous to the lecture several matters of business were disposed of. A committee to draft resolutions on the death of the late John K. M. L. Farquhar was appointed. The report on the picnic showed that there was a balance of $80.

Six new members were voted in. They are Reginald Brown, Readville; Alfred E. Mann, Milton; Nando Rossi, Medfield; John F. Flood, Woburn; William E. Sanderson, Newton Center; Robert E. Powers, Cambridge.

It was announced that the next meeting would be held October 25, as the Hall will be occupied on the regula meeting date.

### BULBS FOR THE NEW ENGLAND TRADE

For the first time since before the war Holland bulbs are now coming direct to Boston by boat. The second arrival of the season is a Holland-American liner which is now being unloaded. This boat brought in a full cargo of Holland bulbs consigned to New England. So far as the different cases have been opened, they show the bulbs to be of particularly good quality, the tulips firm and sound and the hyacinth bulbs large. Some new varieties among the Breeder, Darwin and Rembrandt tulips are coming to light.

The importers say that florists are buying bulbs much more freely than for several years, and that while there is plenty of stock now there is not likely to be any surplus in New England later in the season. No bulbs are being consigned to Boston for auction sales, although some of the smaller firms which did not get a great many orders through agents are sending a lot of bulbs to the New York market for auction.

### NEW STORE OF THOMAS GALVIN, INC.

The handsome new store of Thomas Galvin, Inc., on Boylston Street at Copley Square, Boston, was opened the past week. Although not so large as the building formerly occupied by this concern further up the street, its appointments are superb. Many changes have been made in the store, including a new vestibule entrance. The interior finish is pure white, and the main store has a large gallery at the rear. The store front with boxes of evergreen plants across the window and door is very pleasing.

### MISS CASE HONORED

Miss Marian Roby Case, of Hillcrest Gardens, Weston, Mass., has been elected a trustee of the Massachusetts Horticultural Society, to succeed the late John K. M. L. Farquhar. Miss Case has been one of the society's most active members for several years, and has done much to promote its interests.

# -HORTICULTURE-

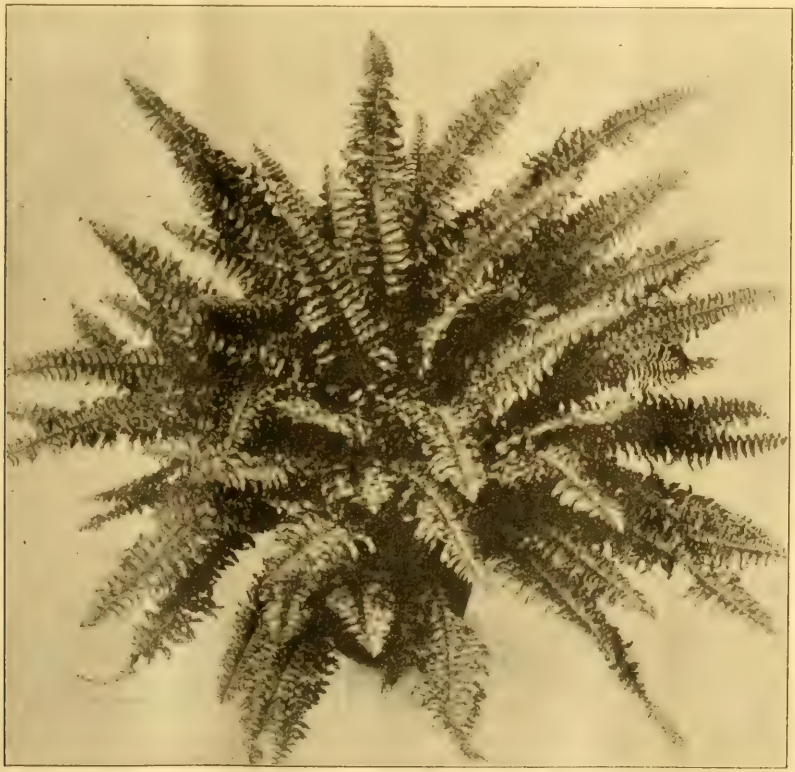
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Vol. XXXIV SEPTEMBER 25, 1921 No. 6

## THE TALK OF THE TRADE

It isn't often that a florist is found who has been in the harness steadily for nearly half a century, and yet is just as keen as ever about all the details of his business. Such a man, however, is Mr. Alexander Dallas, of Waterbury, Ct. It is 43 years ago since Mr. Dallas started this store, and he is still very active, attending the national conventions and the local florists' meetings. Of course a man must necessarily find considerable zest in life when he has been so successful as in Mr. Dallas' case. Not only has he a fine store and a large retail business, but he has as well a big range of greenhouses. That he keeps abreast of the times may be seen from the fact that in the carnation houses are the best of the newer varieties. Among them are two thousand plants of Laddie with which he is remarkably successful. He is also growing a very good yellow, the name of which was lost long ago, but which makes an excellent flower. Mr. Dallas is very fortunate in having a son who is equally keen about the business. Walter Dallas is a Yale graduate, the father believing that it is impossible for a man in the florist business to have too much education.

It seems to me that most of the roses which are sold in the Connecticut florist shops come from the Pierson plant at Cromwell, Ct. At least I found them everywhere on a recent trip through Connecticut. No doubt this is partly because of the central location of the Pierson greenhouses, making it easy to send shipments in all directions. At Waterbury I found that Ryan & Powers were buying roses heavily, finding a big demand for



Teddy, Jr., One of the Most Popular Boston Fern Varieties

them. Mr. Ryan, who is a very affable gentleman and interested in all civic affairs, is just the type of florist one likes to find, especially in the small cities. Mr. Ryan told me that he furnished flowers for a great many weddings, the foreign population of the city going in heavily for flowers on all such occasions. Formerly, he said, the flowers were often bought loose and taken to a dressmaker who made up the pieces to go with the gowns. This custom is passing, though, the florists being relied upon more than formerly to produce satisfactory designs.

---

While passing through New London, Conn., recently I saw a lot of people gathered around the window of Fisher, the florist, and stopped to see what occasioned this especial show of interest. I found in the window a big display of old fashioned flowers from one of the local gardens. There seems to be something about these flowers which awakens fond memories in many hearts. One woman would be heard to exclaim, "Why, my mother used to have a whole bed of those larkspurs!" while another would remark, " I am sure going to have those straw flowers in my garden next year." In the other window of the Fisher store was an immense specimen of the New Guinea Butter bean, which is really a variety of squash, in spite of its name. This was also the product of a New London gardener. If I am correctly informed, Mr. Fisher is noted for the novelty of his advertising methods. It was at the rear of this store that an out-door garden was laid out last spring, resulting in a greatly increased sale of potted plants and the making of many new customers.

---

It takes a lot of courage to climb the big hill which is the only way to reach Gehuldig Greenhouses in Norwich, but the climb would be well worth while if only to shake hands with the jovial Mr. Ernst, who runs the plant. Mr. Ernst is a big man in body and in heart, and he has some big things in his greenhouse, including several immense Kentia palms which he would be glad to dispose of if he could find anybody who wanted them more than he does. Mr. Ernst has a fine lot of ferns, and reports that they are selling very well indeed. Likewise he is building a new Lord & Burnham iron frame house of the most approved type, and there isn't anything which interests him more just now than the completion of this house, which is 108x35 feet. By the way, I almost forgot to mention the Godfrey callas which Mr. Ernst is growing and which sell very well in the nearby market. He grows them on benches, and I advised him to visit the plant of James Wheeler at Framingham, Mass., some day to inspect the latter's methods of growing them in beds, although perhaps the bench method is better for his situation.

---

I had my first chance to see a lot of the new rose, Montgomery's Priscilla, growing under conditions where I could form an opinion. All I had seen before were in small lots, not a large enough block of plants to really decide what I thought of them. At A. N. Pierson, Inc., recently, I went through the different houses where this rose is growing, and had a fine chance to look it over. It impresses me very favorably. The growth is good. It gives all appearance of being a free grower and easy doer. It must be quick, judging from the growth the plants have made since being housed. I noticed several batches, and there is a lively appearance to all of them. The flower was of good size for this time of year and well built, but there's an absence of fragrance. I can't say how the color will hold up during the darker days, but it has a very pleasing shade now. Taking it all in all, I think Montgomery's Priscilla gives promise of being a good commercial sort.

---

Yellow Frost, which is a yellow sport from the well known Early Frost Chrysanthemum, is showing up very well wherever I have seen it through the east. The stock which I have seen has been practically all the Nicholson sport. I can't say anything about the one or two other yellow sports that are on the market, but if they are the same as the Nicholson sport, in my opinion they are all right. The color is very good, almost if not quite as deep as Golden Glow, but I can't see why anyone should grow Golden Glow when such an easy grower can be had as Yellow Frost. It can be had in flower as early as they are of any value on the market. The grower can take as early a bud as he wishes, because it develops well shaped and colored flowers in the latter part of August, if they are wanted then. The foliage is decidedly better than Golden Glow, and I have seen no tendency towards damping of the flowers on the early lots.

---

I am forced to believe that business in the florist line, particularly the retail end, is every bit that can be expected for this time of year. I did find some complaint among the retailers around Newport and the summer colony around Watts' Hill and New London, but take it all in all, I doubt if it is very much different from other years. Most everywhere I find a prosperous and satisfied feeling among the retail florists, and with the wholesale growers there is certainly a feeling of optimism. Everyone is preparing for a big year ahead, and I think that is half of the battle.

I heard the explanation the other day by one florist that we had no right to expect a lot of flower buying during the summer. Everyone in the business has been spending their dollars for some time past educating the public into flowers. Their customers are planting gladiolus, dahlias, asters, in fact, all kinds of annuals, and naturally they can have flowers for their own table. That is no loss, however, for as soon as the frost cuts their own stock down, they are going to the florist to buy. They won't stop because they have lost their own stock. I am inclined to believe that this florist had the right view. I think that the whole answer is that we are having just about normal business. It hasn't been much different other years, according to my observations.

---

I disagree with the florist who said that too many flowers are being grown for the demand. Everyone must know that very little new glass is being erected this season, and for the past season back there has been practically none. We also know that in the natural course of events there is a steady increase in buying from one year to another. Every healthy business will find an increase. Every business is going to make it possible to show an increase in sales, and I don't think that I am open to dispute when I say that the small amount of glass being erected will anywhere near cover the normal increase in business from year to year.

---

Earlier in the season I was led to believe that there would be an over abundance of cyclamen for this year. There was a lot of stock around in late spring and early summer, but there has been an unusual loss this year, even among the cyclamen experts, with the result that, around New England at least, everything in the cyclamen line will probably clean up in good shape.

There is a fine lot of stock around. I think fully up to the best that we have ever seen, and I would mention in particular two growers who have cyclamen done in a wonderful way. They are Frank Edgar of Waltham and Thomas Roland of Nahant. It's a pleasure to look at such stock.

# THE FERN SHOW AT BOSTON

## One of the Most Remarkable Exhibits Ever Staged in America.

Never before has America seen such a show as the great fern show which opened in Horticultural Hall in Boston at 1 o'clock, Sept. 22. Novel in conception and artistic in execution, it has set a standard which will be reached only with difficulty in subsequent exhibitions of this kind. At this writing it is impossible to tell to what extent the public will patronize the show, which will continue through Sunday. Comparatively little advertising has been done, and the results will show whether or not it is possible to put on a great exhibit without extensive publicity and make it a success.

From the point of view of the trade, however, the show is an exceptional one, and growers and florists from many parts of the country are in attendance. In many respects it is really a trade show, because the exhibits consist wholly of material grown under glass, and cover a wide range of tropical plants, many of which are in commerce.

The lecture room is filled entirely with the exhibit of Mr. A. C. Burrage, president of the Society. As usual, his display has been put up with great skill under the direction of Douglas Eccleston, the very efficient superintendent. One side of the hall under the window is banked with ferns, the center of the space being occupied by a charming little grotto containing an artistic piece of statuary. In this collection are many rare ferns from the Burrage conservatory. They include Polypodium mandianum, Alsophila excelsa, Polypodium lingua, Platycerium grande, Lomaria gibba, and splendid specimens of the climbing fern, Lygodium Scandens.

In the center of the hall are several good specimens of Cibotium Schiedei. Other ferns are scattered around the hall and include Polycodium Knighti. On the side of the hall opposite the windows is a large and varied collection of orchids, many of them very rare. As a background for this collection Oncidium varicosum has been used most effectively. At least 40 varieties of orchids can be counted on the tables, and an especial display is made of Vanda Lowei, an extremely rare variety, of which only one or two others are known to exist in this country.

The entire end of the big hall is taken up with the exhibit of Wollrath & Son, of Waltham. It is the first time that this firm has ever made a fern exhibit, but they certainly have done themselves proud. The brick wall has been hidden by evergreen trees, in front of which the ferns are arranged, one tier above another, in a highly artistic manner. The arrangement of this display was in the hands of Mr. M. J. MacCormack, the florist decorator in Filene's department store in Boston, and reflects much credit upon his skill. In the foreground a brook trickles merrily down a slight decline.

The Wollrath collection contains fully three hundred ferns, including thirty different varieties. Among these ferns is a new sport of Teddy, Jr., which has not as yet been named. Directly in front of the massed ferns are baskets of ferns suspended from huge birch pole tripods, and at one side are huge ferns in ball form, the varieties Macawi and Verona being used.

In a corner of the hall at the right of the Wollrath exhibit are several flowering plants from the Arthur Lyman estate in Waltham, George F. Stewart, superintendent. These plants, which are in full flower and attract much attention because of their beauty, include Clerodendron Balfouri, Cleroma elegans and two forms of Dipladenia. One of the latter is the D. splendens profusa, which Mr. Stewart has shown before, and a smaller seedling called Ella Lovell Lyman, which, curiously enough, is evergreen.



PRESIDENT A. C. BURRAGE

Opposite this exhibit is a very splendid display staged by Julius Roehrs and Sons, of Rutherford, N. J. This display consists largely of orchids in many forms, but the crowning feature is a wonderful plant of the fern Marattia erecta. It is an immense plant and the only one to be seen in the hall. According to Mr. Roehrs this fern, which comes from Australia, has been ten years getting its present enormous proportions.

A very interesting display in the main hall is a round group of ferns from the Thomas C. Proctor estate at Topsfield, Mr. James Marlborough, superintendent.

In the smaller hall the Brooklyn Botanic Gardens has a display of ferns and other plants occupying one entire side. It is staged under the direction of Professor R. C. Benedict, who lectures on ferns Saturday afternoon.

At the extreme end of this hall is an exhibit of orchids from the A. N. Cooley estate at Pittsfield, Mass., Oliver Lines, superintendent.

The orchids here have a background of Adiantum cuneatum, which is one of the prettiest ways in which to stage orchids, the delicate tracery of the ferns combining splendidly with the flowers. The Cooley exhibit attracted even more attention after the awards were made than before, as the Brasso-Laelio-Cattleya Baroness was named by the judges as the best orchid in the show. It is a white orchild with a delicate pink throat.

Close by is a small group of orchids, largely Cypripediums, from the Butterworth establishment in Framingham. In the center of this group is a wonderful Cypripedium named for Mrs. Butterworth, which is being shown for the first time and which has not flowered before for five years. It is a very rare, beautiful plant.

One of the most attractive exhibits in this hall is that made by F. R. Pierson, of Tarrytown, N. Y., made up as it is wholly of specimen Boston ferns in eighteen varieties. This collection won a first prize, and is receiving particular attention from the trade, offering, as it does, an opportunity to see some of the newer ferns at their best. Mr. Pierson was awarded a gold medal for N. Plumosa Aurea as the best new fern.

### The Manda Exhibit

The outstanding feature of the show in the main hall is the exhibit of W. A. Manda, of South Orange, N. J. This is the biggest and most remarkable collection of tropical plants ever shown in Boston. Indeed, without much question no such display could possible be put up by any other grower in the country, and even at that Mr. Manda has not brought to Boston all of the wonderful plants to be found in his unique establishment. The Manda exhibit covers 2500 square feet of floor space. Nearly a hundred cases containing the smaller plants were shipped to Boston by boat, and in addition two truck loads of material came over the road. As may be supposed it cost Mr. Manda a small fortune to make this exhibit, but without it the show would have seemed small.

The Manda collection is staged at the foot of the stairs. The main group consists of low growing ferns, including the varieties of Adiantum, Pteris and Selaginellas. Flanking the group are huge tree ferns, ten to eighteen feet high, and including Dicksonias, Cibotiums and Alsophilas. At the end of this group and just at the foot of the stairs is a remarkable Lycopodium representing Bunker Hill monument and is 10 feet high. This is one of the most remarkable features of the show.

In order to make his exhibit more pleasing to the public, Mr. Manda has combined his entries for the various classes in general groups. He argues and with good reason that a much more attractive picture is composed when the plants are used in masses instead of having each class staged by itself. It is because he has followed this policy throughout his exhibit that his display is so effective.

At each side of the hall flanking the main group are other large displays from the Manda establishment. The number of plants shown seem endless in variety, and the visitor can spend hours studying them, finding increasing interest as he goes along. Among the plants which attract the most attention are the Staghorn ferns, of which there are several immense specimens. A specimen of Apsophila which attracts special attention towers far above the heads of visitors and has a trunk which looks as though covered with hieroglyphics because of the curious scars left by falling leaves in years past. The upper part of the trunk is covered with Bromeliads in variety.

On the same side of the hall is a large collection of Rex Begonias, plants which are much sought after just now, but the growing of which puzzles many greenhouse men. Mr. Manda says that as a rule these plants are kept too warm during the summer. They like a cool moist atmosphere, and must not be hosed above the leaves.

In the collection of Dracaenas, varieties of note are D. Bradburyana and Longi, as well as two unnamed but very promising seedlings. Among the features of the Manda group of special interest to the public are Crested Ivies made into letters in a novel and interesting way, as well as gorgeous birds of paradise. Hanging under the balcony are very large made-up fern balls and baskets of ferns. On the wall are excellent specimens of Polypodium Mandiana.

Further down the hall in a location by itself is a collection of cacti covering a hundred square feet. Cacti always attract the public, but it is noticeable that many members of the trade are giving this group special attention.

It is impossible to discuss all of the plants shown by Mr. Manda. As it is, the description given of this display is really a meager one compared with what it warrants. But space is limited. Something should be said, however, about the quality as well as the great variety in these groups. Few men in the country can grow plants of these types so well—plants which require many years to develop, unlike those which can be grown in six or twelve months. And this applies to the more common ferns like varieties of the Nephrolepis, as well as to tree ferns and others less well known.

### List of Awards

Group of tropical greenhouse ferns, at least 200 sq. ft. (For commercial growers only): 1st, W. A. Manda; 2d, Wollrath & Son. Group of tropical greenhouse ferns, at least 200 sq. ft. (For amateurs only): 1st, Albert C. Burrage; 2d, Thomas E. Proctor. Group of tropical ferns, 100 sq. ft. (For commercial growers only): 1st, W. A. Manda; 2d, Wollrath & Son. Group of tropical greenhouse ferns, 50 sq. ft.: 1st, W. A. Manda. Twelve distinct varieties of tropical greenhouse ferns (For commercial growers only): 1st, W. A. Manda. Six distinct varieties of tropical greenhouse ferns (For commercial growers only): 1st, W. A. Manda. Collection of Nephrolepis ferns, 100 sq. ft.: 1st, F. R. Pierson; 2d, W. A. Manda; 3rd, Wollrath & Son. Best single Nephrolepis exalta (Boston fern): 1st, W. A. Manda; 2d, Wollrath & Son; 3rd, F. R. Pierson. Collection of Cibotium ferns, 100 sq. ft.: 1st, Albert C. Burrage; 2d, W. A. Manda. Best single Cibotium fern: 1st, W. A. Manda; 2d, Albert C. Burrage; 3rd, T. E. Proctor. Collection of Adiantum ferns, 100 sq. ft.: 1st, W. A. Manda. Best single specimen of Adiantum fern: 1st, Thomas E. Proctor; 2d, W. A. Manda. Collection of twelve Platycerium (Stag Horn) ferns: 1st, Albert C. Burrage; 2d, W. A Manda. Best single Platycerium fern: W. A. Manda. Collection of Polypodium ferns: 1st, W. A. Manda. Best single specimen of Polypodium fern: 1st, Mrs. A. S Estabrook; 2d, Albert C. Burrage. Collection of Selaginellas and Lycopodiums, 50 sq. ft. (For commercial growers only): 1st, W. A. Manda. Collection of Selaginellas and Lycopodiums, 50 sq. ft. (For amateurs only): 1st, Albert C. Burrage. Twelve Selaginellas and Lycopodiums, distinct varieties (For comercial growers only): 1st, W. Manda. Six Selaginellas and Lycopodiums, distinct varieties (For commercial growers only): 1st, W. A. Manda. One specimen tree-fern: 1st, W. A. Manda, One specimen tree-fern, with other foliage or flowering plant attached to stem: 1st, Albert C. Burrage. Group of tropical ferns and tropical orchids, 100 sq. ft.: 1st, Albert C. Burrage. Group of tropical ferns and tropical orchids, 50 sq. ft. (For amateurs only): 1st, Arthur N. Cooley; 2d, Henry Stewart. Group of tropical ferns and Vanda orchids: 1st, Albert C. Burrage. Group of tropical ferns and Cypripedium orchids, 50 sq. ft.: 1st E. B. Dane. Best Odontoglossum orchid in the exhibition: Albert C. Burrage. Best Vanda orchid in the exhibition: Albert C. Burrage, Vanda Lowii. Best Cattleya orchid in the exhibition: A. N. Cooley, Vanda Princes Royal (Fabia Hardyana). Best single orchid plant in the exhibition: A. N. Cooley, Brasso-Laelio-Cattleya Baroness (Brasso-Cattleya Ophir Laelio-Cattleya Léemaniae). Twenty-five square feet of orchids: Clement Moore. Collection of cacti: 1st, W. A. Manda; 2d, Wollrath & Son. Collection of Bromeliads: 1st, W. A. Manda. Two specimen ferns in hanging baskets (For commercial growers only): 1st, Wollrath & Son. Two specimen ferns in hanging baskets (For amateurs only): 1st, Albert C. Burrage. One specimen hanging basket with ferns (For commercial growers only): 1st, W. A. Manda; 2d, Wollrath & Son. One specimen fern in hanging basket (For amateurs only): 1st, Albert C. Burrage. One fern ball: 1st, W. A. Manda; 2d, Wollrath & Son. Collection of fern plants which best show the fern growth from the germination of the spores through the series of different growths until the plant is fully developed: W. A. Manda. Best new fern not yet in commerce: F. R. Pierson, N. Plumosa Aurea. Best single specimen fern plant in any class in the exhibition: Julius Roehrs Co., Angiopteris evecta. Collection of Dracaenas, 100 sq. ft.: 1st, W. A. Manda. Collection of twelve Dracaenas: 1st, W. A. Manda. Best single specimen of Dracaena: Mrs. A. F. Estabrook. Collection of Rex Begonias, 50 sq. ft. (For commercial growers only): 1st, W. A. Manda. Collection of Rex Begonias, 50 sq. ft. (For amateurs only): 1st, Albert C. Burrage. Collection of twelve Rex Begonias (For commercial growers only): 1st, W. A. Manda. Best single Rex Begonia: Albert C. Burrage. Best collection of new and rare greenhouse and foliage plants, 50 sq. ft.: 1st, Arthur Lyman; 2d, W. A. Manda.



MR. W. A. MANDA

**Gratuities:**—Joseph Manda Co., collection of cut orchid flowers; Julius Roehrs Co., group of orchids, foliage plants, and ferns; J. T. Butterworth, collection of Cypripediums, plants and cut flowers; Lager & Hurrell, cut orchids.

**Silver Cup**—To be awarded to the group, large or small, which is the most artistically arranged: Albert C. Burrage.

**Appleton Gold Medal**—George E. Baldwin, collection of hybrid orchids.

# TROPICAL FERNS

## Paper Issued in Connection With the Tropical Fern Exhibition of the Massachusetts Horticultural Society

By Ralph C. Benedict

What special interest attaches to ferns that they should be made the center of an exhibition like the present? They bear no flowers; they rarely show any coloring other than some shade of green; they produce no products of any real commercial importance. In what particular traits or characteristics does their hold upon us lie?

"Nature made ferns for pure leaves." So wrote Thoreau, and today the scientist can scarcely better that expression. Fern leaves represent the supreme development of the leaf organ among plants. In no other group of plants are leaves carried to so high a state of perfection.

One element of interest attaching to ferns lies in their antiquity. Geologically they are the most primitive of the larger land plants. The vegetation of the Palaeozoic period included a considerable proportion of ferns. Coal represents in large part the solidified carbon of fern plants perhaps 100,000,000 years old. None of our flowering plant types is half as old.

Today ferns are found wild chiefly in the tropics, although they can live wherever other plants can grow. Two or three species range north of the Arctic Circle. About fifty kinds are found in all Canada. In the United States, almost any single state may count as many within its borders, while Florida, partly tropical, has over one hundred kinds. It is, however, only in the real tropics that ferns abound. Given warmth, ample rainfall, and considerable range in altitude, even a small area may have more than the whole United States. Jamaica, for example, has about five hundred fern species, over twice the number found in the United States. The Andean mountain range, from Mexico into South America, is the home of hundreds, thousands, of species, many of them yet to be collected and described. There are known at present about seven thousand species of ferns while ten thousand is the probable total number as estimated by Carl Christensen, probably the leading living authority on these plants.

The widest and most popular appeal of ferns lies in their availability as plants for the house or conservatory. For this purpose millions of plants are grown every year in the United States. The choice of the proper kind to grow depends on the surrounding and care that can be given. There is no plant that can thrive or even live in a poorly lighted room filled with the fumes of burned illuminating gas. Given good conditions of light and air, and reasonable attention to the thirst of the plant, there are several species of ferns which may be expected to live and continue to grow reasonably well in an ordinary dwelling.

In considering some of the actual fern species which may be grown we may separate them into two groups as "house ferns" and "conservatory ferns." The house ferns also come naturally under two headings, as "table ferns," or fern dish species, and Boston fern varieties.

### Table Fern Varieties

Table ferns include ordinarily about a dozen different kinds. The plants are raised from spores by the million, and sold in small sizes for filling fern dishes for table decoration, often with a small palm as a center. The fern dish as made up is always a temporary decoration which needs refilling every few weeks, both because the plants are too crowded at the start, because some of the ferns are not adapted to continued house growth, and because fern dishes are rarely given a position in a room selected from the fern's standpoint. When the occupants become too large for the dish they may be repotted into separate pots and continued as house plants, if conditions are good. The following kinds are most commonly used. Most of them will do well as individual plants, always excluding conditions of poor air, poor light, and poor care.

Cyrtomium falcatum, the Holly fern, is grown in several varieties, Rochfordianum being most popular. The plants show a circle of bright green, glossy, thick leaves, springing once a year from a scaly center. It is a native in Japan and elsewhere in the Orient, and some strains are hardy as far north as New York.

Polystichum tsus-sinense (sometimes misspelled and mispronounced "tensemense") comes, as its name indicates, from the Tsus-Shima province of China. It produces a bushy growth of dark green, narrow, pointed leaves about fifteen inches high.

Pellaea viridis, one of the rock brakes, is native in South Africa. It bears slender stalked, graceful leaves, somewhat suggesting a maidenhair.

Adiantum cuneatum, the commonest florist's maidenhair fern, is very justly prized for the delicate beauty of its leaves, but is unfortunately not well adapted for house culture.

Pteris cretica, in its varieties Wilsoni, Rivertoniana, and others, Pteris serrulata, Pteris ensiformis Victoriae, and Pteris quadriaurita argyraea, are frequently seen as table ferns. All have leaves with long slender leaflets, spreading somewhat like the fingers of the hand, and growing about fifteen inches high as ordinarily grown. Several of the varieties are variegated, a rare condition among ferns. Most of them will do well in good house conditions, although several require greenhouse culture.



The New Nothrolepis Macawi

### Boston Fern Varieties

The Boston fern and some of its varieties are so exceptionally good for house plant use that they are raised and sold for this purpose almost to the exclusion of any other ferns. Discovered twenty-five years ago as a new variety of the wild sword fern, Nephrolepis exaltata, the Boston fern has come to be the most popular of all house plants. Over a million individual specimens are raised every year. The rubber plant is no longer the favorite.

About five years after its recognition, the Boston fern began to give rise to new varieties of which Anna Foster and Piersoni were first. These are little seen now, but other later forms are deservedly popular, Scotti, Roosevelti, Teddy, Jr., elegantissima, Whitmani, Verona and Smithi. Nearly one hundred named varieties of Boston fern have been introduced, others are still appearing, but the varieties named above are probably the best for continued growth in the house. The last two, finely divided and lacy, really require a greenhouse to bring them to best form, but will remain in good appearance in a house for months.

### Conservatory ferns

Conservatory ferns include all except the hardy species, and most of these may grow well under glass in cool house or cold frame conditions. The whole fern class is divided by scientists into twelve families; these are further divided into over one hundred and fifty genera, with a present total of known species of about seven thousand. In other words, there are a possible total of seven thousand conservatory ferns, not including the hundreds of horticultural varieties. Besides these we may note two groups, sometimes mistakenly called fern allies, which are usually listed with ferns. These are the selaginellas and lycopodiums, related to the Christmas greens, ground pine ,and the horsetails or scouring rushes. The latter group is without horticultural significance, but selaginellas are of considerable importance and form beautiful conservatory plants.

## NEWS NOTES

The greenhouse of George Sells at Lancaster, Pa., was recently destroyed by fire, with a loss of $5000.

The Capitol Floral Co., of Vicksburg, Miss., is to make extensive improvements, including the redecorating of the interior. Miss Alvina Rockwood is in charge of this store.

# ADVERTISING AND SELLING

A unique method of obtaining business was recently undertaken by the George Wittbold Co., of Chicago, one of the largest florist concerns in that city. It is a plan which ought to work just as well in small towns.

A printed postcard bearing the picture of a potted fern was prepared to advertise Boston ferns at a very attractive price, considerably below the usual price, and the patron was urged to order one of these ferns over the telephone. For this purpose a nickel was pasted in one corner of the card; while on the back of the card were printed some excellent directions for the care of a Boston fern. The cards were sent out in envelopes to a selected list of 1000 people, with return envelopes inclosed in which the customer was urged to send in his personal card. This "stunt" yielded an excellent return, to say nothing of being splendid advertising from which the Wittbolds heard later.

### File Patrons' Cards

It will be observed that all these orders were taken over the telephone, by means of which the Wittbolds make 90 per cent of their sales of cut flowers and potted plants. As their delivery service extends to all parts of the city and suburbs, an immense volume of business is transacted on the basis of charge accounts. That there may be no weak link in this chain of service, regular customers are encouraged to leave or send in a good supply of their personal cards, to be sent out with orders. A file of these cards is kept in the Wittbold office and, in rush seasons, a special clerk is kept busy writing tags and inclosing these cards with the various plants and floral pieces ordered by the customers.

### Renting Palms

One of the "bypath" activities, which the Wittbolds have developed to a high degree, is their all-the-year-round service of furnishing palms, ferns and potted evergreens to a dozen of the local hotels and several department stores for purposes of decoration. This rental collection is large enough to occupy two entire greenhouses of the Wittbolds' city plant. The greenhouse force takes charge of the work, sending a man to make the rounds twice a week to water the plants and from time to time to replace them with young ones, as they grow seedy and old. This service, for which the hotels and stores are charged by the month, brings in highly profitable returns and goes far to lighten the overhead of the dull seasons.

### At the Greenhouses

The ferns and palms are raised in the big Wittbold plant house at Edgebrook, Ill., where ten acres of greenhouses are maintained, with 150,000 square feet under glass. Here the Wittbolds make a specialty of palms, ferns and cyclamen, with a sideline of thousands of Easter lilies, sold largely in Chicago. They also raise all their potted flowers and a few cut flowers, most of the latter, however, being bought at the commission houses.

In the spring the landscape department does a rushing business. Its salesmen start out about February 1, seeking orders for nursery stock and soil, the handling of refuse, the planting of trees, shrubs and flowers, the grading of lawns, sodding, the laying out of flower beds and the filling of window-boxes over apartment house entrances and in sun parlors. Sometimes this service is extended to cover the building of grottoes, rockeries, fountains and rustic seats on private grounds.

### How Salesmen Are Handled

Naturally, with a crew of salesmen bringing in orders from all over the city, a very thorough system of handling them in the office is necessary. The signed contract which the salesman has obtained from the customer is copied on a larger contract blank with a list of the nursery stock and materials carefully tabulated, labor charges specified and other details, such as the hauling away of refuse, arranged for. This copy is sent to the customer and similar copies are made for the manager's record and for the foreman on the job. Another copy, giving a complete record of the labor and materials used and the total charges thus incurred, is filed in the office for reference. As all copies of one contract have the same file number, they are easily traced through the various hands concerned in the job.

If a florist is going to expand his business and keep abreast of the times, he must be prepared to take on whatever line of work presents itself, although it may be somewhat contrary to past conditions. The work of spraying trees and shrubs might not seem at first thought very closely associated with the business of a florist shop, and yet the George Wittbold Co., one of Chicago's largest florists, with

# "Craig Quality" FERNS

When you think of Ferns—think of Craig. We are headquarters. The largest Fern growers in the country. We mention here a few of our prominent varieties and will be glad to have your orders.

Remember us also on Areces, Cyclamen, Dracenas, Pandanus, and other stand-bys in Foliage and Flowering Plants

**Nephrolepis Norwood**

The most beautiful form of Nephrolepis to date; graceful, compact and symmetrical. A vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

**Strong Plants**

2½ inch pots, $3 per doz., $12 per 100, $100 per 1,000
4 inch pots, $6 per doz., $45 per 100.
Orders filled strictly in rotation.

**Nephrolepis Verona**

Makes a good plant in all sizes. Much finer frond than any crested sort outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions
2½-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $40 per 100.
6-inch pots, $12 per doz., $90 per 100.

**Nephrolepis Elegantissima Compacta**

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape
2½-inch pots, $10 per 100, $90 per 1,000
4 inch pots, $5 per doz., $35 per 100
6-inch pots, $12 per doz., $90 per 100

**Nephrolepis Teddy Junior**

Fine young plants from 2½-inch pots, $10 per 100, $90 per 1,000
6 inch pots, heavy, $12 and $15 per doz
8-inch pots, $24 per doz
11 inch tubs, $4, $5 and $6 each

**Nephrolepis Smithii**

The greatly improved Amerpohlii. It is a compact form, much finer than Amerpohlii and does not break down in the center. The fronds are carried on wiry stems. This variety will have a wonderful side up to a 6-inch pot, being particularly showy for basket work.
2½-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $6 per doz., $40 per 100.
6-inch pots, $12 per doz.

**Nephrolepis Harrisii or Roosevelt**

2½-inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6-inch pots, $12 per doz.
11-inch tubs, $5 and $6 each.

**Nephrolepis Scottii**

2½ inch pots, $10 per 100, $90 per 1,000.
4-inch pots, $35 per 100.
6 inch pots, $12 per doz., $90 per 100.
8 inch pots, $24 and $30 per doz.

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GROWERS AND DISTRIBUTORS OF

*Meritorious New and Standard Foliage and Flowering Plants*

NORWOOD, Delaware County, PENNSYLVANIA

Norwood is a Philadelphia Suburb, just a little way outside of the big city, and easily reached.


offices and greenhouses occupying half a city block, carries on each year an extensive spraying campaign, which not only brings them in a profit, but increases the number of their store customers. Along about June, when it is hard to sell flowers, the Wittbolds launch their tree spraying campaign. They send out letters to a large mailing list of property owners, calling attention to the havoc wrought by the tussosk moth caterpillar and other insects. These letters are followed by agents who explain the service which the company offers. Large numbers of small property holders as well as estate owners are found who are glad to have this work done and to pay well for it. When a truck goes into a certain locality, salesmen work that same territory so that a maximum amount of work is obtained for each day without any long jumps.

### Checking Orders

This system is a sample of the pains taken in all other departments to keep a close check on all customers' orders. The Wittbolds leave nothing to chance or guesswork, but turn a vigilant eye on every branch of their finances. In fact, Manager John Wittbold keeps a "daily profit sheet," on which is prepared for him an itemized record of the day's inventory and stock sold, with total inventory and sales, the inventory from the previous day, the day's purchases and a final computation of the gross profit. Thus he is able to figure out each night whether the company has made or lost money by the day's transactions.


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| 5 in. | .75 |
| 6 in. | 1.00 |
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| 6 in. | 1.00 |
| **Verona** | |
| 5 in. Each | .75 |
| 6 in. Each | 1.00 |
| **Whitmanii** | |
| 6 in. Each | 1.00 |
| 7 in. Each | 1.50 |
| **Roosevelt** | |
| 5 in. | .75 |
| 6 in. | 1.00 |
| 7 in. | 1.30 |
| **DRACAENA Rothiana** | |
| 5½ in. | 1.00 |
| **DRACAENA Marginata** | |
| 6½ in. | 2.50 |

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WALTHAM, MASS.

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| **THUYA Tom Thumb**, 18-in., at | 1.25 |
| **THUYA Tom Thumb**, 2-ft., at | 1.50 |
| **JUNIPERUS virginiana**, 18-in., at | .60 |
| **JUNIPERUS virginiana**, 24-in., at | .75 |
| **PYRAMIDAL ARBOR VITAE**, 3-ft., at | 1.75 |
| **PINUS Mughus**, 12-in., at | 1.00 |

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BEDFORD, MASS.

Tel. Lexington 274

Send For General Price List

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

Where is the country's best dahlia show held? Probably most growers would answer instinctively, "New York," having in mind the big show held there each fall. The New York Show is of course a big affair, and one which is requiring a greater amount of space each season. Dahlia connoisseurs tell me, however, that for quality there is no show held which equals the one conducted by the Collinwood, N. J., Horticultural Society. The society has been holding these shows for several years, and they have grown better each season. It is true that the number of flowers exhibited is not nearly so great as at some of the other shows, but the flowers are perfection itself. Nowhere, I am told, are all the leading varieties grown quite so well. Another thing—if there is a new dahlia of merit which has come onto the market anywhere in the country, it is sure to be found at this show. The dahlia enthusiasts of Collinwood—and there are many of them—keep tabs on all the novelties and make a point of trying them out promptly. The success of the show in the past and the progress made by the society has been due in large measure to the untiring efforts of H. R. Lippincott, and much regret is felt over the fact that he has now transferred his residence to another town. Much hybridizing has also been done by other growers, one of the most prominent being John M. Root, who for two seasons has won the silver cup. If he is a winner again this year the cup will be his.

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J. K. Alexander, the dahlia expert of East Bridgewater, Mass., decorated the Majestic Theatre in Boston at the opening of the season, Monday, Sept 19. While he used gladioli to some extent, the majority of the flowers employed were dahlias. Inasmuch as it is seldom that dahlias are used in this way, considerable attention was given the display in the newspapers. Perhaps the time is coming when dahlias will be used as freely for cut flowers in this country as they are abroad. For some reason, however, they do not seem to have developed many varieties which are suitable for the purpose. I have just been talking with Mr. J. Otto Thilow, of the Dreer Co., who told me that several years ago while in Europe he saw dahlias used as cut flowers in a very lavish way. This was particularly true in Hamburg, where florist stores were filled with cut dahlias arranged in boxes. They were largely of the cactus type, but instead of being the huge hybrids now commonly seen, were rather small flowers. He was told, Mr. Thilow said, that the stems were always dipped into hot water as soon as the flowers were cut, and the boxes were filled with damp moss

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There is a good field for the development of dahlias which are especially adapted for cutting. Personally I do not like dahlias which will not stand up fairly well in the house and which hang their heads as though ashamed to be seen while in the garden. It is a pity that some very good flowers have especially weak stems. Surely the strengthening of these stems should receive the attention of the growers. Once in a while one finds a large dahlia, like King of the Autumn, which looks the world squarely in the face. As usual, this dahlia was much admired at the recent dahlia show in Boston. At its best it is one of the finest dahlias for cutting, but has a marked tendency to come single. Sometimes a large proportion of all the flowers in the block will be single or only partially double. This is true in commercial gardens as well as on private places. Yet even as a single flower it is attractive.

Not long ago as I walked over the fields of the Bayard Thayer estate in Lancaster, Mass., I felt almost as though I had been suddenly transported to the Scottish moors, for spread before me were great patches of Scotch heather growing as luxuriantly as ever could be the case on the native heath of this famous plant. Probably there is no other place in the country where so much heather can be found as on this estate, and Mr. William Anderson, the very efficient superintendent, tells me that he has no difficulty in getting it to multiply. In many places there are patches of heather which were self-sown but new plantings are also made from cuttings. In situations which are not too exposed and where plenty of snow collects in the winter, heather seems to thrive. At one time a lot of it was to be seen at West Townsend, and attracted much attention. Some people thought that it must be native to the region, but the fact has been established that a Scottish woman brought over the seed and planted it. Many people try to bring over plants but fail to establish them. If they would bring seed intsead, they probably would have more success. It is unfortunate the Townsend planting has now largely disappeared, having been choked out by the rank shrubby growth which has been allowed to take possession of the field. While heather is most commonly seen growing in large patches, there is no reason why it shouldn't be employed in a different manner. At Hillcrest Gardens, in



Asplenium Felix-Foemina Victoriae

# DREER'S HYDRANGEAS

**ESTABLISHED IN 6-in. AND 7-in. POTS FOR**

## EASTER FORCING

We are recognized headquarters for French Hydrangeas specially prepared for Easter flowering.

Our assortment embraces only the better varieties.

The plants this year are stronger and better established than ever.

Ready for delivery October 15th.

We advise early ordering to ensure best selection of varieties.

**Prices:**

| | |
|---|---|
| 3-in. pots | $15.00 per 100 |
| 4-in. pots | 25.00 per 100 |
| 5-in. pots | 40.00 per 100 |
| 6-in. pots | 60.00 per 100 |
| 7-in. pots | 75.00 per 100 |

## HENRY A. DREER, Inc.

**714 CHESTNUT STREET PHILADELPHIA**


Weston, Mass., the well known estate of Miss Marian Roby Case, clumps of heather set a few feet apart border one of the long paths, and the effect produced is excellent.

No branch of outdoor gardening can be more engrossing and pleasurable to the lover of the beautiful in Nature than the culture of ferns. A fern grotto in a suitable place and properly cared for is a delight all summer long and we often wonder that this feature is not more generally introduced in home grounds. Among the hardy fens the Aspleniums are in the first rank as to variety and usefulness. They are found all over Europe, America, Asia and northern Africa. Few ferns are more generally admired than Asplenium filix foemina, the "Lady Fern," in the scores of forms into which it has sported. There is almost no end to its diversity of frond; some are feathery, some tasseled, others tufted like parsley, others twisted and distorted, and to these variations distinctive names have been given.

The accompanying illustration of Asplenium Filix-Foemina Victoriae shows one of the most interesting forms, one in which the pinnae cross each other with beautiful regularity. The specimen shown was photographed on the H. A. Dreer establishment at Riverton, N. J.

Willis E. Fryer, the nurseryman of Mantorville, Minn., has found the iris to be one of the easiest plants to ship. He says: No plant will endure more than the iris, and will relate my experience with one shipment to New Zealand as an example. On the 20th of September, last year, I packed an order in "bone dry" excelsior, and they were returned twice from San Francisco through an error of the Postmaster there. They were then placed in an open shed during the winter, and planted April 20th. Nearly every plant grew.

### NEWS NOTES

The many friends of Mr. Ernest F. Coe will be interested to learn that he has retired from the Elm City Nurseries and will devote himself in the future to landscape work. He will have an office at 951 Forest Road, New Haven, Ct., after October 15. Of course the Elm City Nursery Co.'s landscape department will be in no way influenced by Mr. Coe's retirement.

L. Otto Thilow, secretary of Henry A. Dreer, Inc., Philadelphia, has been in Boston the past week attending the conclave of the Thirty-third Degree Masons. Mr. Thilow drove over the road, with his two daughters, one of whom acted as chauffeur, and the return was made via the famous Mohawk trail.


**IRIS and PEONIES**

We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.

GEORGE N. SMITH
Wellesley Hills, Mass.

**EVERGREEN SEEDLINGS**

**Tsuga canadensis,**
**Rhododendron maximum,**
**Kalmia latifolia.**

**Catalogue sent on request**

**THE CHARLES G. CURTIS CO.**
**Callicoon, New York**

# PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

**Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.**

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street
East Bridgewater, Mass.



## High Grade Peonies

Consisting of such varieties as LeCygne, Soulange, Tourangelle, Rosa Bonheur, L. A. Duff, Jubilee, and many others.

Fifteen fine varieties, all named, for $5, or eight for $2.50.

With each $5 collection I will give one plant of John Richardson free.

*Send for Catalogue*

**W. L. GUMM, Peony Specialist**
REMINGTON, INDIANA


## ADVERTISING NURSERY STOCK

### An Unusual Paper Read by John Watson at Southern Nurserymen's Convention

At the annual convention of the Southern Nurserymen's Association held in Chattanooga, Tenn., Sept. 7, Mr. John Watson of Princeton, N. J., a former president of the American Association of Nurserymen, read a paper on nursery advertising which has aroused wide interest and which has been much commented upon. Extracts from this very unusual paper are given below:

"First of all, what is advertising? And what is its purpose? It is to sell something, isn't it? So I would say that advertising is what you do and say that establishes a friendly relationship that results in sales. Selling is not the immediate result; it follows something else. A relationship has to be established and it must be built on confidence and good-will. There must be permanency in the relationship and what grows out of it. If I advertise my second-hand car for sale, I want an immediate purchaser and, after delivery, the matter is ended. But nurserymen advertise for a larger purpose; you want orders now; but your business does not end this year nor next year; when you sell a bill of goods to a planter, your business with that man has just begun because your buyers must be made into permanent customers. A relationship of confidence and good-will, then, is of the utmost importance to you. The buying of nothing else requires the same degree of confidence that the planter must put in the nurseryman. Successful nursery advertising has to be built on that idea. It must be frank, straightforward, absolutely truthful. It must never over-state the facts; understatement is an actual advantage; it inspires confidence. And then performance must match every promise.

"When I read nursery advertisements I find that most nurserymen buy space to announce that they are nurserymen; that they grow trees. Now, there is neither novelty nor news in that statement. It is not advertising. Nobody is going to make the mistake of supposing that a nurseryman is a purveyor of books or of hats or of ice-cream freezers. I consult a dozen nursery catalogues and I find them a dozen books about trees and plants, often very handsome books, differing in covers but not in contents, varying in minor details but not in essentials. I find that Jones and Brown distribute more or less well-written and handsomely-illustrated books containing very much the same list of varieties described in about the same language and illustrated with the same pictures. They are good hand-books. But as a possible buyer from one of them, which one am I going to place my order with? How am I to know whether to buy of Jones or of Brown? They don't tell me. The very thing that I am interested in as a buyer is the thing that is conspicuously absent from nearly every nursery catalogue. It is the 'reason why.' And it isn't there.



Mr. John Watson

"With us, the absence of that 'reason why' can be accounted for. Nurserymen, like a good many other advertisers, write their advertising copy and their catalogues to themselves. It is just an expression of the universal


# Ferns Ferns Ferns

**NEPHROLEPIS MACAWII (new)**

Beautiful, dwarf, compact plants

5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

**NEPHROLEPIS EXALTA BOSTONIENSIS**
**(Boston Sword Fern)**

**NEPHROLEPIS WHITMANI**

**NEPHROLEPIS VERONA**

**NEPHROLEPIS ROOSEVELT**

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

**Write For Florists' Prices**

## R. & J. Farquhar Company

**6 South Market Street, Boston, Mass.**

vanity. But we must address ourselves to the people we want to buy our goods. You are going about it apparently believing that the important thing is to sell. But the important thing to you is that people should buy. Forget about selling; think about the buying end. And that means you've got to get away from constant thought of your business and become intensely interested in the buyer's business. It is his order you want, isn't it? Go after it from his standpoint. Tell him the reason why he should buy your particular trees. If you are Brown, you must let the buyer know why Brown's trees are the very ones for him to buy. That is the great difficulty in advertising nursery stock. Everything else is easy but the most important thing happens to be the most difficult thing. If you think it can't be done, just take a week off and travel with one of your plate-book canvassers. He can tell you selling points about your business that you never knew before.

"Most advertisers of nursery stock recognize that difficulty and try to overcome it in various ways. The fact of age in a business is worth advertising because age is some assurance of quality or service without which the business might not have lived so long. But some of the best nurseries are new nurseries. The fact of size also warrants the assumption of a certain value in products without which the business might not have grown big. And yet some of the very small nurseries grow excellent stock and they answer your argument with theirs: the advantage of small acreage and personal attention to every detail. Some advertisers feature specialties, and it is of very great value to be able to offer something worthwhile that others cannot supply.

"And yet the public has noticed that not ten per cent of the novelties introduced with a great flourish of trumpets ever measure up to the old tested varieties. And so the public has become doubtful about that sort of advertising. And then there is the too common appeal of cheap prices, an argument that defeats itself at once—or should—because prices below the average of those of good firms invite the conclusion that they mean one of two things: either that the trees are not worth more than a cheap price or else that the nurseryman admits his incapacity as a salesman. And admitted incapacity in one matter arouses suspicion of incapacity in other matters connected with the business. Whenever a merchant tells me that his goods wont bring as much as another merchant's, I'm not going to risk buying his goods at any price. I can say out of experience—and I think all of you can, too,—that buyers are not attracted by cheap trees although they may be attracted by cheap prices. All of you have received letters telling you that your prices were higher than somebody else's but that if you would meet so-and-so's prices, the order would be placed with you. These correspondents want the cheap man's price but they prefer your trees. Your price inspires confidence. The bargain-price makes buyers suspicious of the goods.

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"It is necessary for every nurseryman to have some good reason why buyers should give him their orders. That reason may be found in various things; the care with which varieties are propagated, the workmen's skill, the thoroughness of the cultivation, suitable land, equipment for proper handling at shipping time, shipping facilities, the service that follows delivery. All these are things that the buyer is interested in. Of overshadowing importance to the buyer is the matter of getting fruit trees true to name.

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"When should nurserymen advertise? Or, to put it differently, when do folks buy trees and plants? That question has to be answered by every advertiser with respect to his goods. And I think that you and I can answer as to nursery stock out of our experience in buying other things. Isn't it a fact that we very often make up our minds to buy certain articles long before we get them? I can name off-hand a dozen things that I have seen advertised that I am certainly going to get later on. I haven't come into possession of them yet. But they have already been sold to me. That part of it has been done. And that is what we are considering.


# Try Liggit on Ferns

We represent many of the foremost growers and you can see samples at the Boston Show this week. We quote a few of the market sorts we can specially recommend for present delivery.

Fine strong plants, ready now

| | 100 | 1000 |
|---|---|---|
| **Macawii,** 2¼-in. | $9.00 | $80.00 |
| **Teddy, Jr.,** 2½-in. | 7.00 | 55.00 |
| **Scottii,** 2½-in. | 7.00 | 55.00 |
| **Boston,** 2½-in. | 7.00 | 55.00 |
| **Verona,** 2½-in | 8.00 | 70.00 |

4-in. of above varieties, $35.00 per 100

6-in., extra heavy, ready for shift to 8, $1.00 and $1.25 each

8-in., extra good, $2.00 and $2.50 each

**DISH FERN SEEDLINGS**

Extra good, $2.50 per 100, $20.00 per 1000, all varieties

**SPANISH IRIS**
**CALIFORNIA GROWN**

King of the Blues, "Deep Blue"
Cajanus, "Yellow"
Queen Wilhelmina, "Early White"
Belle Chinoise, "Yellow"
King of the Whites
Flora, "White and Lilac"
Royal Blue
Heavenly Blue
And Others

**Price of all above, $40.00 per 1,000**

**HOLLAND OR DUTCH SPANISH IRIS**

This strain is earlier and larger than the above and is the improved **Spanish Iris**

**Hartz,** "Lips grey lilac, flaked yellow, standards purple-blue"
**Van Der Veene,** "Lilac and Creamy White"
**Roland Holst,** "Lilac with pale Yellow lips"
**Brijet,** "Porcelain-Blue, with grey-ish Lilac"
**Derkinderen,** "Dark Purple-Blue, Yellow Lips"
**Anton Mauve,** "Sofe Blue"
**Hobbema,** "White with Yellow Falls"

**Price of all above $40.00 per 1,000**

**Hart Nibrig,** "Brilliant clear blue" The finest Holland Spanish Iris. Early and Large, $45.00 per 1,000

**Filifolia,** "The Spanish Iris, that is two weeks earlier than the other Spanish Iris." Almost as early as the Holland-Spanish. Is a fine deep blue. $50.00 per 1,000

# C. U. LIGGIT
## WHOLESALE PLANTSMAN
BULLETIN BUILDING, PHILADELPHIA

**NEW ENGLAND OFFICE** **L. J. REUTER IN CHARGE**
15 CEDAR STREET, WATERTOWN STATION, BOSTON

# Mildew on Roses and on Grapes and Gooseberries




IT was in the summer of the year 1886—35 years ago—there was a vineyard in the Town of Fishkill that was sorely troubled with Mildew; and after a little practical experimenting, the powder "GRAPE DUST" was found to be quite successful in controlling the Grape Mildew.

Immediately following this, the Mildew on Roses, both indoors and out-of-doors, was attacked by using the GRAPE DUST with a Bellows on outdoor Garden Roses. Its faithful use in this simple manner was very successful in preserving the foliage of the Rose bushes.

A Florist of repute tried it against other remedies on the Roses planted for an early crop of Commercial Flowers. The result was appreciation of the article which was called

## HAMMOND'S GRAPE DUST

**It is used from Long Island to California. It is simply dusted on the Plants. Our goods sold by the Seedsmen of America and won the Gold Medal at San Francisco World's Fair**

## Black Spot on the Leaves of Roses

This disease is one that seems to be well nigh universal wherever Roses are grown, although some varieties are more tender or less able to resist its inroad than some others. In our experience, on the banks of the Hudson and elsewhere, it develops more perceptibly during a spell of warm, humid weather, and this weather condition will quickly spread a few spots over half a leaf. The leaves first show a small black spot, which grows, and grows fast in a day or two of humid weather; and sometimes the leaves of a bush will drop off so as to be perceptible. A Moss Rose will sometimes seem to be struck with this trouble when a more common kind will show less. This Black Spot, which is called "Actinonema Rosae," grows in the tissue of the leaves, and where Roses are grown, whether outdoors or in large or small greenhouses, this trouble is apt to occur.




In treating Roses for Black Spot, the remedy, to be effectual, needs to be used early. For years it has been demonstrated that

## HAMMOND'S COPPER SOLUTION

IS A RELIABLE PREVENTIVE REMEDY. After the leaves have started, syringe or spray the bushes with the diluted solution. And this care may need to be taken two or three times during the season. And in a greenhouse, as a preventive measure, spray the soil in which the Roses grow. The Rose Rust is a trouble which affects hardy Roses more than some of the more tender varieties, and the very use of the COPPER SOLUTION as a preventive remedy for Black Spot has the effect of checking the Rose Rust.

## HAMMOND'S SAFE REMEDIES




**For General Service Sold By Seedsmen**

**Thrip Juice**, for Aphis or Lice, Red Spiders and Soft Scale. In use since 1883.
**Cattle Comfort**, used first in 1887.
**Grape Dust**, for Mildew, etc. Used on Grapes and Roses since 1886.
**Copper Solution**, a useful Fungicide for many things.
**French Bordeaux Mixture**, in Pulp. A Standard Fungicide. (When we first made this preparation in 1885 we could hardly get it tried as a gift.)
**American Sheep Wash**, to destroy parasites on Sheep or Calves. In use since 1886.
**Scrofularia Powder**, made to prevent the ravages of Carpet Beetles in 1888.
**Horicum**, a Lime and Sulphur preparation made in 1904.
**Slug Shot**. Kills Saw Bugs and insects in Field or Garden. Used since 1880.
"**H. W. K.**"—Hammond's Weed and Ivy Killer, a great saver of labor—used first in 1886.

**MADE AT BEACON, N. Y.**

## Hammond's Paint and Slug Shot Works

**READ OUR PAMPHLET**


"Catalogue nurserymen advertise only in the fall and spring. I never knew exactly why, so I asked a good many and it interested me to find that I got the same answer in every instance: 'It doesn't pay to advertise at other seasons. We receive orders only in the fall and spring.'

"The last part of that statement, we all know to be perfectly true. Fall and spring are the planting seasons. Folks send for nursery stock when they are ready to plant it. But we are not talking about planting; we are talking about buying. I feel very sure that folks buy trees and plants every day in the year; that is, they make up their minds to buy just as you and I do about the things we buy.

"For example, when does a woman buy rose bushes? Of course, she makes out her order and sends it off in the spring, because that is the time to plant roses. But we are not talking about delivering and planting; we want to know when she buys roses. When does that woman make up her mind to buy roses and what varieties to buy? Isn't it in June, when roses are in bloom in her garden or in the neighbors' gardens? And why isn't that the very best time to advertise roses?—to have the garden's beautiful suggestion of what to buy supplemented by the advertised suggestion of where to buy?

"When does a man decide that it might be a mighty fine idea to have half a dozen peach trees in the back garden? Isn't it likely to be at about the time when Friend Wife is feeding him peaches-and-cream for breakfast and peach-cobbler for Sunday dinner? Doesn't he realize then that the grocer's price for a basket of peaches would buy a tree or two for his own garden?

"Now, that idea of using and profiting by the illustration of our products in the orchard and in the garden can be carried out in every month and every week in the year. Peonies should be planted in the fall; but it looks to me like a mighty good time to advertise them when peonies are in bloom in the spring. Fruits can be profitably advertised in their fruiting season. The time to talk fruit is when folks are eating fruit. Last summer, I read a newspaper account of a man in Illinois who sold his crop of Yellow Transparent Apples on a forty acre lot for $20,000. Now, why wasn't that fact a good thing for nurserymen with apple trees to advertise? And why wasn't that the very time to advertise? Advertising is always most effective

when tied up to a concrete fact. And there is no month in the year when nurserymen can't do that. In the dead of winter, when the evergreens stand like brides in their snowy veils, when the hedge of hemlock or of spruce gives cheer and protection to the place, when the slender birches stand like sentinels against the grey skyline, when the barberries with their ripe, red berries add a touch of warmth and color to the snow-covered lawn,—isn't that a good time to call attention to the enhanced beauty of the landscape and to suggest where those things can be bought? We must use the constant selling help of our products.

"Can we nurserymen learn something from that experience? A four, eight or sixteen-page folder, offering only one or two articles like Roses or Peonies or hedge-plants or shade trees or evergreens, is far more effective and will bring more orders than a catalogue of two hundred pages. The folder is inexpensive in printing and postage. Besides, those who write you are not interested in everything you grow. They nearly always tell you what they want. A woman who goes into a department store to buy a pair of silk stockings doesn't expect to have to examine the stew-pans and the wash-tubs and the smoking-jackets just to get a chance to buy the thing she wants to buy. I'd say: split the catalogue up into a number of small folders each offering one line; advertise each line in its fruiting or blooming season; and remind buyers with a dozen small catalogues instead of one big one. Some progressive and prosperous firms are doing that right now. The folder is specific, it answers the inquiry: it talks about one thing at a time; it is a bullet instead of bird-shot.

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"Besides, we grow entirely too many varieties. Half of them are has-beens; many are never-wasers. A nurseryman will remember that last season he got an order for a couple of trees of a variety that somebody's grand-mother thought a lot of on the old home back in Vermont or down in Texas; and so this summer he scurries around and gets some scions and puts in fifty or a hundred buds in the remote hope that he may again hear from some other descendant of the old lady. But that isn't business. I believe that we could discard seventy-five per cent of the varieties we grow without loss to planters or to ourselves.

"An industry so unfettered by localizing conditions can profit and does profit through advertising. No business that I know of needs advertising like the nursery needs it; no business that I know of so readily responds to the effect of intelligent advertising.

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"If I had any suggestions to offer, they might be these: Have something to say; say it in few words; count 'em as you count the words in a cablegram, for they cost a lot more. Let every statement be frank, straight-forward and absolutely truthful. Select a single line or a single idea relating to your business and feature it conspicuously in every advertisement. Vary the rest with the season. Talk about one thing at a time; talk about what the buyer is interested in. Avoid humor as you would a pestilence; you may be as ponderously dull as you can and likely as not it will be accepted for wisdom; but beware of wit. I'd rather advertise in a big paper than in a small one; its readers are apt to be better prospects. I'd rather advertise on the same page with a dozen other nursery firms than on a page alone; competition helps. The prestige of the editorial page gives weight to what appears in the advertising pages; therefore, the paper with a following is a good place to advertise. I'd rather have six inches in the biggest and best paper than one inch in six other papers. Large space is more effective and therefore cheaper than small space; but, large or small, remember the effectiveness of the wide margin. And when you have told your story,—stop. Use short, everyday, English words and few of them. Offer one thing; but suggest others. Make it much meat and little gravy.

"You advise folks to go to a nurseryman for trees, don't you? Now we nurserymen are not advertising experts. It's hard to grow good trees; but it is harder to write a good advertisement than to write a good novel. A good advertising agency can present your story better than you can. The nurseryman must furnish the idea—the 'reason why' as applied to his particular business, but the man used to doing that can dress it up better than you can. The advertising, the catalogue and all other printed matter must be in perfect harmony. They should be prepared together. Those in an orchestra play from the same score. Decide on what sum you want to invest in a catalogue and then you or your advertising agency tell your printer that you want so many copies of a catalogue of so many pages and to give you the best he can for the money. If the printer is a wise merchant, he wants your future orders; he is a fool if he doesn't give you all he can for your money. If you buy like the planter who shops around for the cheapest trees, you may possibly have an experience like his."

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Martin Dunn, aged 48, gardener for Miss Emily W. Biddle, at Lenox, Mass., was recently killed by a fall.


# MICHELL'S
## EARLY OR WINTER FLOWERING
# SWEET PEAS

| | oz. | ¼ lb. | lb. |
|---|---|---|---|
| **ASTA OHN.** Rich lavender | $0.85 | $3.00 | $10.00 |
| **BLUEBIRD.** Charming shades | .85 | 3.00 | 10.00 |
| **CHERRY RIPE.** Cherry or salmon cerise | 1.00 | 3.50 | 12.00 |
| **DAYBREAK.** Rose pink on cream ground | .85 | 3.00 | 10.00 |
| **ENCHANTRESS.** Rose pink | .85 | 3.00 | 10.00 |
| **FIRE KING.** Deep orange scarlet | 1.00 | 3.50 | 12.00 |
| **HEATHERBELL.** Rich mauve lavender | .85 | 3.00 | 10.00 |
| **HELEN LEWIS.** Orange pink | .75 | 2.50 | 8.00 |
| **HERCULES.** Soft rose pink | .85 | 3.00 | 10.00 |
| **ILLUMINATION.** Salmon cerise, suffused orange | 1.00 | 3.50 | 12.00 |
| **LAVENDER KING.** Deep lavender | .85 | 3.00 | 10.00 |
| **LAVENDER PINK** | .85 | 3.00 | 10.00 |
| **LIBERTY.** Deep crimson | .85 | 3.00 | 10.00 |
| **MAUVE BEAUTY.** Rosy mauve | .85 | 3.00 | 10.00 |
| **MEADOW LARK.** Rich cream | .85 | 3.00 | 10.00 |
| **MELODY.** Rose pink on white ground | .75 | 2.50 | 8.00 |
| **MORNING STAR.** Orange scarlet in standard, wings orange pink | .75 | 2.50 | 8.00 |
| **MRS. A. A. SKACH.** Clear bright pink | .75 | 2.50 | 8.00 |
| **MRS. M. SPANOLIN.** Dark scarlet, pure white | .85 | 3.00 | 10.00 |
| **MRS. WILLIAM SIM.** Salmon pink | .85 | 3.00 | 10.00 |
| **OTHELLO.** Beautiful maroon | 1.00 | 3.50 | 12.00 |
| **PINK BEAUTY.** Rose pink on white ground | 1.00 | 3.50 | 12.00 |
| **PINK AND WHITE** | .75 | 2.50 | 8.00 |
| **PRIMROSE BEAUTY.** Deep primrose, flushed rose | .75 | 2.50 | 8.00 |
| **RED ORCHID.** Cherry red | .75 | 2.50 | 8.00 |
| **ROSE QUEEN.** One of the finest varieties under a most attractive shade of pink. Greenhouse grown seed | 3.00 | 10.00 | 35.00 |
| Outdoor grown seed | .85 | 3.00 | 10.00 |
| **SANKEY.** Black seeded white | .85 | 3.00 | 10.00 |
| **SNOWFLAKE.** Pure white | .85 | 3.00 | 10.00 |
| **SNOWSTORM.** Pure white | .85 | 3.00 | 10.00 |
| **SONG BIRD.** Pale pink on white ground | .85 | 3.00 | 10.00 |
| **SONGSTER.** Rich lavender | .75 | 2.50 | 8.00 |
| **SPRING MAID.** Light pink on cream ground | .75 | 2.50 | 8.00 |
| **VENUS.** White, blushed pink | .85 | 3.00 | 10.00 |
| **WARBLER.** Rich mauve purple | .75 | 2.50 | 8.00 |
| **WHITE ORCHID.** Pure white | .75 | 2.50 | 8.00 |
| **YARRAWA.** Bright rose pink with lighter wings | .75 | 2.50 | 8.00 |
| **ZEPHYR.** Pale blue or lavender | .75 | 2.50 | 8.00 |

**Also All Other Seasonable Seeds, Bulbs and Supplies**

WHOLESALE PRICE LIST FREE

## MICHELL'S SEED HOUSE
518-516 Market St., Philadelphia, Pa.

# —HORTICULTURE—

Established by William J. Stewart in 1904

VOL XXXIV September 25, 1921 No. 6

PUBLISHED SEMI-MONTHLY BY

HORTICULTURE PUBLISHING COMPANY

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EDWARD I. FARRINGTON, Editor

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Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


SAYS SAM: Don't feel worried because the tide is going out—it always comes back again.

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**The Fern Show**

The big fern show in Boston is in full swing as we go to press. It is a wonderful show, without doubt the greatest event of the kind ever staged in America. It is a unique show in many ways. Apart from the orchids and a few large exhibits, very few flowers are to be seen. Yet, in spite of this fact, the fascination of the show is felt as soon as one enters the hall. The lavish display of ferns, palms and other tropical plants which greets the eye as soon as the visitor enters the hall creates an atmosphere which we have not found in any other show.

There is seldom a show which means so much to members of the trade. Here is offered an unusual opportunity to see the best examples of practically all the commercial ferns which are on the market today, as well as a great many lesser known forms from the houses of specialists. We are not sure this particular type of show will appeal to the general public as much as some others. Still the splendid display of orchids gives variety and is in itself worth the price of admission.

It has cost a lot of money to stage all these exhibits, and a debt of gratitude is due the growers who have worked so hard to make the show an outstanding success. Without doubt the series of exhibits presented by the Massachusetts Horticultural Society in the last two years marks an epoch in the history of horticulture in America.

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**Ferns In General**

This is distinctly a fern season. Never has the demand for these plants been so great. Growers everywhere report that they have had difficulty in keeping up with their orders, and retailers in many cities say that they are selling ferns almost as fast as they can send them out. Without seeking for any explanation of this situation, we feel confident that it is not merely temporary, and that the demand for ferns will continue to grow. Few other plants are so satisfactory in the hands of amateurs, and few are more decorative in private greenhouses.

The Boston fern has proved one of the greatest money makers the florists have ever encountered. The fact that it is continually producing new forms helps to sustain the interest of growers and buyers alike. Enterprising florists will take advantage of the opportunity to push the fern while its popularity is strong. There are few cities where greater buying cannot be induced through judicious advertising and perhaps by special sales. The right time to sell any plant is when people are in the mood to buy it, and the fern market is now running good.

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**Business Getting**

There is no doubt of the fact that florists are at last feeling the effects of the general business depression. This is inevitable, and they should congratulate themselves on the fact that it has been so long in coming. There are other reasons for congratulation, too. Apparently the florist trade is not being hit anywhere near so hard as many other lines of industry. Moreover, there is no reason to believe that there will be a greatly lessened demand for flowers or plants. Probably prices will have to drop, but they are not going down to pre-war levels, and they are not going below a money-making basis.

There is this to be said, though. The florist who allows himself to drift with the tide or to stick in a rut is likely to find himself rather badly off. It is the man who is willing to fight for his business who is going to keep on making money. The possible ramifications of the florist trade are vastly greater than is commonly realized. An illustration of that fact is contained in the article on another page describing the activities of a big retail florist and grower in Chicago. What this concern is doing in a large way other florists with perhaps a more limited field can do in a smaller way.

The question of advertising is also one not to be overlooked. To stop advertising because business is dull is the poorest policy that can be adopted. The very time to increase your advertising appropriation is when business is constantly growing poorer. At the same time you are justified in using special care in writing your advertisements, and particular discrimination in placing them. Florists as well as nurserymen can learn much from the paper on advertising methods by John Watson which is reproduced on another page of this issue—one of the best papers on the subject which we have ever seen.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
ALBERT H. AMLING CO., Maywood, Ill.
DUCKHAM-PIERSON CO., Madison, N. J.
ROWAYTON GREENHOUSES, Rowayton, Conn.
MILLER FLORAL CO., Farmington, Utah
WELLWORTH FARM GREENHOUSES, Downers Grove, Ill.
A. S. BURNS, JR., Spring Valley, N. Y.
ROBT. SIMPSON, Clifton, N. J.
CHAS. H. TOTTY CO., Madison, N. J.
NOE-RUZICKA CO., Madison, N. J.
WM. H. ELLIOTT CO., Madbury, N. H.
ANTHONY RUZICKA, Madison, N. J.
W. J. PILCHER, Kirkwood, Mo.
JOS. HEACOCK CO., Roeloffs, Pa.
WENDLAND & KEIMEL, Elmhurst, Ill.
JOY FLORAL CO., Nashville, Tenn.
ROBERTS ROSE CO., Denver, Colo.
GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. CODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


### MRS. EMMA SCHREINER

Mrs. Emma Schreiner, wife of John I. Shreiner, a florist at Greenland, Pa., died Friday, Sept. 16th, after an illness of almost a year.

She is survived by her husband and three children: Emaniel E. of Lancaster and Miss Miriam and Esther at home, also two brothers and one sister, Clinto Eby of Mt. Joy, Pa., and John Eby of Pond Creek, Oklahoma, the sister being Mrs. Harry Shaeffer of Mt. Joy, Pa.

The funeral was held from the Mellinger Menonite Church and interment in the cemetery adjoining.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**
226 DEVONSHIRE STREET
BOSTON, MASS.


## George Watson's Corner

"You in your small corner and me in mine."

Paul Huebner, landscape gardener for the Reading system, has just returned from a pleasant visit with his old friend, Patrick Foy, of the Norfolk & Western R. R., at Roanoke, Virginia. He enjoyed the confab with his old confrere in his own line of business very much. They are both veterans in the railroad gardening service and have done fine work in their day. Only it was very hot says Paul; 105 in the shade, is what he talks about, during his visit.

Captain Clement's party, which has become an historical annual event took place this year, September 10th and 11th, at the old rendezvous, Port au Peck, back of Long Branch, N. J., and was attended by over a hundred of the distinguished in the world of civil engineering—of which the Captain himself is the great past master and present exponent. There were present also a great many from other walks of life; wits, philosophers and poets; great statesmen; great singers; great orators, and even a sprinkling of the great clergymen of the realm—the latter probably to inculcate the divine spirit of decorum so appropriate to all such gatherings. Even horticulture was represented, as we noticed Paul Huebner, landscape gardener for the Reading Railway system, there, and a few others. The weather was fine and everybody had a splendid time during their two days' stay, and all left singing the praises of their host and looking forward to the next one in 1922—"as a boy does to Christmas" as Brother Devlin put it.

William F. Gude and his son, Granville, gave us a pleasant call recently on their way to spend a vacation at the seaside with Commodore Westcott at Barnegat Bay.

Robert Craig is getting ready for his trip to his tropical home in Porto Rico. He expects to sail about September 24th. His sojourn at Ocean Grove during the summer has been pleasant, but his health has not had


**GLASS CLOTH**

A transparent waterproof fabric as efficient as glass for hotbeds, coldframes, etc. Per sq. yd., 35c; 25 yds. at 33c, 50 yds. at 31c; 100 yds. at 29c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.

Try it out now and be convinced
TURNER BROS., Bladen, Neb.

BUY
SEED PACKETS AND
RETURN ENVELOPES
of
BROWN BAG FILLING
MACHINE CO.
Fitchburg, Mass.

**Garden Seed**

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

**S. D. Woodruff & Sons**
82 Dey St., NEW YORK
and ORANGE, CONN.

CEDAR ACRES

**Gladioli and Dahlias**

Booklets Free

B. HAMMOND TRACY, Inc.
Wenham, Mass.

**Thomas J. Grey Company**

SEEDS, BULBS AND IMPLEMENTS, WHOLESALE AND RETAIL

Re-selected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON MASS.

**FERNS**

POT-GROWN STOCK 2¼-INCH

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 10.00 | 95.00 |

Fern Runners $15 and $30 per thousand.

Plant runners now for your Easter trade and save express.

**Henry H. Barrows**
*Fern Specialist*
264 High St., Whitman, Mass.

**CHARLES H. TOTTY**

**Chrysanthemums**

MADISON - NEW JERSEY

**POT GROWN VINES**

HALL'S HONEYSUCKLE, 6-in. pots 3 ft. bushy staked plants, $10 per 100.
AMPELOPSIS Veitchii, in 4-in. pots, 3-yr.-old, staked, at $35.00 per 100.
AMPELOPSIS Quinquefolia, 5½-in. pots, at $35.00 per 100.
A. L. MILLER, Jamaica, N. Y.

the usual sparkle. The old asthma trouble has been bothering him. On the other hand we are glad to report that Mrs Craig is much improved.

The florists of Philadelphia are looked up to the world over as artists and pioneers in the floral world. John Burton showed them the fine points of the American Beauty rose; William K. Harris made the city famous with the Lilium Harrisi, or Easter lily; Robert Buist introduced the poinsettia, and we might mention many other wonderful things to the credit of our city in the floral line. But my object at this particular moment is to call the world's attention to the fact that our florists are not only artists of renown in their chosen fields, but also good sports.

Twenty-five years ago the Florists' Club had a team of ten-pin players that held the championship for many years, not only here but all over the United States and Canada. Later they had a trapshooting team that became equally famous as experts with the gun, and remained so up to recent times. Now comes the Diana in the yachting arena, carrying everything before her in the Labor day tournament on the lower Delaware. Bart Cartledge, her owner, is a Philadelphia florist, and has always been an ardent yachting enthusiast. He was also a great shooter and a great bowler, and always helped his city in its championships at home and abroad. Therefore, in taking our hats off to him, we not only pay a personal tribute but we lay a little bouquet before the artists in the floral profession, not only for the way they "say it with flowers" but because we appreciate good sports, also.

## NEWS NOTES

The engagement is announced of Mr. John Herbert Alexander, son of J. K. Alexander, the dahlia expert of East Bridgewater, Mass., to Miss Ferna Sweney. Both Mr. Alexander and Miss Sweney have hosts of friends from whom they are receiving warm congratulations.

W. G. Bush & Co., of Nashville, Tenn., recently attracted much notice by a flower show held in their display room. The show was planned and executed by Miss Frances Sinclair, and more than eighty different exhibits were made.

John C. Meyer, president of the J. C. Meyer Thread Co., of Lowell, Mass., with Mrs. Meyer and H. F. Meyer, superintendent of the mills, have been making an automobile tour of Canada, visiting the florist trade and combining business with pleasure.

**Lily of the Valley**

**PIPS**

Extra Fine Strain EXHIBITION Size

GERMAN "LUBECK" Pips From Cold Storage

Price, in cases of 1000, 500 or 250 each, on application

Send us your list of Perennials wanted for quotations

**J. M. THORBURN & CO.**

53 Barclay Street

NEW YORK CITY

**GLADIOLUS BULBS**

For
GREENHOUSE FORCING
and
SPRING PLANTING
All Varieties
Any Quantity
Write For Prices

**American Bulb Co.**

172 N. Wabash Ave.
Chicago, Ill.

**McHUTCHISON**

& CO. offers

**IMMEDIATE SHIPMENT**

DUTCH BULBS, Tulips, Hyacinths, Narcissus, all high grade forcing bulbs.
FRENCH BULBS, Paper Whites, Soloil d'Or (true). Emperor Trumpet. Case lots.
LILIUM FORMOSUM 7-9, 8-10 and 9-10 from New York. 8-10 from Chicago.
SPANISH IRIS ¾-in. up, best forcing varieties.
CALLA BULBS, Aethiopica, Godfrey, Elliottiana.
VALLEY PIPS, German and Dutch, from cold storage.
BAMBOO CANES, Natural and dyed green, all sizes, bale lots.
RAFFIA, Natural and colored, 25 lbs. up.

**FALL SHIPMENT**

JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, Seattle, etc.
VALLEY PIPS, German and Dutch. Best forcing pips.
MANETTI STOCKS, English or French. Selected for greenhouse grafting. 5000 up.
ROSES and LILACS, best forcing varieties.
BEGONIA and GLOXINIA BULBS, all colors, all sizes.
CHINESE SACRED LILIES, "Selects."
DRACAENA CANES, best varieties.
PALM SEEDS, Kentia Forsteriana and Belmoreana, Cocos Weddeliana, Areca Lutescens, per bushel or 1000.
FICUS ELASTICA, rooted mossed cuttings or pot-grown.
Write for prices on business stationery, specifically stating your requirements.

**McHUTCHISON & CO.**

95 CHAMBERS STREET
NEW YORK CITY

# S. A. F. & O. H. Department

### National Publicity Campaign

Renewed interest is being taken in the campaign now that the summer season is passing. The Publicity committee is planning to resume national advertising in October, and, judging from the general opinion expressed in the trade, such resumption will be most timely.

The secretary is sending out to about two hundred of the "live wires" interested in the campaign, subscription books such as were circulated at the Washington convention, containing subscription blanks, which they are urged to place before florist non-subscribers in their different territories, with explanations as to the advisability of contributing to the fund. The return of these blanks completed is hopefully looked for by the committee by October 15th, when there will be need for all available funds. All doubt as to the efficacy of national advertising was long ago removed, and if the committee is provided with a sufficiency of funds, the advantages previously obtained can be materially increased for the good of all in the trade.

The following subscriptions are of record since the last report:

| | |
|---|---|
| Louis A. Kintzele, Denver, Colo. | $ 2.00 |
| J. H. Playdon, Andover, Mass. | 10.00 |
| Edward Towill Roslyn, Pa. | 20.00 |
| E. H. Carey, Brighton, Pa. | 10.00 |
| The Saginaw Bay City Floricultural, Saginaw Bay City, Mich. | 25.00 |
| Allied Florists Ass'n of Chicago, Chicago, Ill. | 639.47 |
| Abram Stevens, Spring Valley, N. Y. | 10.00 |
| | $716.47 |
| Previously reported | 28,080.68 |
| | $28,797.15 |

### National Flower Show

The preliminary work of promotion of the big show to be held in Cleveland next spring is in active progress. The various local committees are sparing no effort to complete the details entrusted to them, and everything is moving along harmoniously toward the object in view, the biggest and best show of the series.

The supply and auxiliary trades are reminded that if floor plans of the trade section are not at hand, copies may be obtained promptly upon application to the secretary The latest addition to the list of applicants for space in this section is W. Atlee Burpee & Co. of Philadelphia, who have made a liberal reservation.

The new building in which the show is to be held is rapidly approaching completion. Its finish is so far assured that it has been leased for the use of the American Building Exposition, which is to open on January 4th, and run for ten days.

JOHN YOUNG,
Secretary.
43 W. 18th St., New York.

WE ARE MOVING

LILY BULBS

LILIUM FORMOSUM

New Crop Bulbs Now Here

7- 9 (300 to Case)
8- 9 (250 to Case)
8-10 (225 to Case)
9-10 (200 to Case)

Per Case $50.00 F.O.B. N. Y.

PAPERWHITES

The crop is a short one. May we quote you these? All correctly graded in standard size cases.

FRENCH ROMAN HYACINTHS

11-15 ctm per 1000 ..... $55.00
12-15 ctm per 1000 ..... 65.00
13-15 ctm per 1000 ..... 75.00

All Fall Bulbs here, or due soon
Write for Catalog or Prices

Midsummer List for Florists ready---Ask for it.

CHICAGO VAUGHAN'S SEED STORE NEW YORK

THIS SEASON'S NEW ROSES

PILGRIM CRUSADER PREMIER RUSSELL HADLEY

We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.
We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

WELCH BROS. CO., 262 Devonshire St., Boston
Tel. Main 6267-5948

We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

CARTERS SELECT FORCING BULBS

FREESIA, IRIS, LILIUMS, HYACINTHS,
NARCISSUS AND TULIPS
All of finest quality at reasonable prices
CARTERS
Mid-Summer and Autumn Catalogue now ready
Send for a copy today

CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

MULTIFLORA JAPONICA ROSE SEEDLINGS

Best American Rose Stock for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.

C. R. BURR & COMPANY, MANCHESTER, CONN.




## SERVICE THAT PAYS

Swain Nelson & Sons Co., Chicago nurserymen and landscape gardeners, are supplying a service which retail seed stores could easily and profitably pattern after. It furnishes and installs plants and shrubs and on yearly contract takes care of them. Banks, public institutions, department stores, sales rooms, furniture stores—in fact, any concern which desires to use plants and which does not like to undertake the care of them—are the the customers of Swain-Nelson. Several of Chicago's large establishments—Federal Reserve bank, Northern Trust Co., the new Wrigley building, Triangle Motors, Henrici's restaurant, etc.—are using this service. This service is largely aided through the use of a type of flower box that is particularly well adapted for this purpose, inasmuch as it supplies water automatically and has a simple and efficient air circulation system.

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Two highly specialized courses in floriculture and greenhouse work will be conducted at Cornell University, from November 9 to February 18. A booklet describing all the courses at the College of Agriculture will be sent upon request to the secretary of the college at Ithaca, N. Y.

## BEHIND THE DOORS

Few people passing through the streets of South Boston in automobiles, or walking, would realize the beauty there is behind the battered, weather-stained doors. At the exhibition of the products of children's gardens in Horticultural Hall was a display of distilled herbs made by two Lithuanian children, Nellie and Adolf Rullis, which attracted me to know more of the gardens in which the flowers were grown. They showed southernwood as a cure for hysteria, spearmint for quickening an appetite, English ivy as a cure for nightmare, and marigold for fevers. Common remedies used by these people as cures till the trouble is over or the doctor called in.

Miss Bertha Pierce, who had supervised these gardens through the summer, invited me to visit them with her. I have grown wise in realizing that the passing moment is the one to use, so with the fear of being home later than I was expected, in the pleasant company of Miss Pierce I ordered my chauffeur to take us from Horticultural Hall to 305 East 8th street.

This garden was hidden behind great signs advertising the Camel cigarette, and other notices with which the summer had made us familiar. A glimpse between these boards invited us to enter and we were most cordially received by Mr. and Mrs. Eusebius Hein, who lived up three flights of stairs, but whose joy in gardening made us wonder if the Germans would return to us through their love of flowers, music, poetry and art. Every inch of that back yard was cultivated. So I took a paper and pen from my bag and listed what was growing there. Two small apple trees, peach trees large enough to bear fruit, a small pear, vines with clusters of grapes hanging from them, currants, gooseberries and strawberries. Growing up between the strawberry leaves were blue forgetmenots, making a pretty display of color. Other flowers were balsam, growing better than ours at Hillcrest; bouncing-bet, asters, coreopsis, marigolds, dahlias, hollyhocks, tall sunflowers, tiger lilies, sedurns, gaillardia, sweet william, roses, petunias, salvia, chrysanthemums, nasturtiums, peonies and iris. I am quite sure if I were to visit this garden again today I would find some flowers I had not put on my list. The flowers made the garden very gay, but the more substantial vegetables were also there, sweet corn, cabbage, carrots, parsnips, beets, kale, lettuce, squash, rhubarb, horseradish, and for herbs there were sage, summer savory, mint, and peppermint. All in one back yard.

**GIANT PANSY SEED**

No. 10. Kenilworth Giant Exhibition
No. 12. Kenilworth Giant Prize
Each sort: 1000 seeds, 50c; 1-8 oz., $1.35; ¼ oz., $2.50; oz., $10.00.
No. 22. Kenilworth Mixture
No. 30. Blotched
No. 32. Parisian
No. 34. Bronze Shades
No. 36. Triumph of Giants
No. 70. Orchid-flowered
Price of the preceding 6 sorts: 1000 seeds, 35c; 1-8 oz., 90c; ¼ oz., $1.65; oz., $6.00.
No. 24. Kenilworth Show
No. 28. Masterpiece
1000 seeds, 40c; 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.
Giant Trimardeau in mixture or separate colors
1000 seeds, 30c; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.
Early Flowering or Winter Blooming Giant Pansies.
1000 seeds, 40c; 1-8 oz., $1.10; ¼ oz., $2.00; oz., $7.50.

**CHAS. FROST**
KENILWORTH, N. J.

The next garden we visited was at 60 Thomas Park. Here I wished I were visiting the garden in my second reincarnation, when I want to come back to earth as an artist to paint the fields of red topped grass. This garden was terraced and had from it a beautiful view across the bay to Squantum. As we looked from its lower part up across all the bright display of asters, dahlias, sunflowers, pinks, dark velvety purple petunias, to where nasturtiums were trained against the wall and a variety of fine old fuchsias graced one corner, to the row of pink and white geraniums in the windows of the brown house, and felt that landscape artists could learn effects by being there. It was also interesting to know that this garden was a bit of the old world set down in the new for all of Mrs. Strassel's seeds had been sent to her by her family in Lorraine.

Time was passing, so we paid a short visit to a garden on Eighth street to see a large English walnut tree on which nuts were growing. Mr. Menslage, the owner of this garden, was not at home, but we were most hospitably received by his cat, who conducted us down the grass paths to the tree and then saw us courteously out of the door.

Our last visit was to Mr. Alessi's fine vegetable garden, where we saw the long, slender Italian beans, tomato vines from which the fruit had been picked to be put up for winter use, potatoes almost ready to dig, and the squash vines. Miss Pierce said that Mr. Alessi had treated her to blossoms from his squash vines fried in oil and that she had found them delicious.

As I drove back to Weston that evening I felt that I had Miss Pierce to thank for a very interesting little

**BOBBINK & ATKINS**
NURSERYMEN,
FLORISTS, PLANTERS
Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

**Nephrolepsis Norwood**
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

**E. W. FENGAR**
*Chrysanthemums*
147-187 LINDEN AVE.,
IRVINGTON, N. J.

**Burpee's Seeds Grow**
Wholesale Price List for Florists and Market Gardeners
W. Atlee Burpee Co.
Seed Growers Philadelphia

**HIGH GRADE PLANTS**
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

**TREES PLANTS PLANTING**
Send for Illustrated Catalog
BRECK-ROBINSON NURSERY COMPANY
Lexington Mass.

journey into the world of my own city, where much of interest unknown to us goes on behind the doors.

M. R. CASE,
Hillcrest Gardens, Weston.
August 30, 1921.

### AN EPITAPH

"He meant well, tried little and failed much."
"Erected by his loving Wife."

Near Saratoga, a headstone in the cemetery thus epitomizes a life's effort. In the files of our wartime periodicals, some advertisements now stand as mute evidence of similar weak "try-outs of advertising" by well-meaning but short-winded corporations.

National advertising need not be experimented with—it works.

Either advertise or don't advertise, but save yourself the cost of "trying-out" advertising and don't start for a run of less than five years.

Butterick, Publisher.

The above well describes the needs for a furtherance of our national advertising campaign. It is necessary to permit the efforts of our past four years to continue so as to reap the dividends of our investment.

We agree with our Butterick friends that to experiment does not pay but to double our efforts will yield a handsome reward to all florists who contribute to the cause. Send your share to our secretary to help extend our campaign.

HENRY PENN,
Chairman,
National Publicity Campaign.

ORDER NOW
**Cyclamen Seed**
Highest Grade—Finest Colors
$12.00 per 1000—Salmon $15.00
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IMPROVED PURITY FREESIA BULBS ½-in. to ⅝-in. at $12.00 per thousand, 5,000 lots at $11.00 per thousand.
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FRENCH BULBS
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Early Winter Flowering Orchid Sweet Peas. Fresh seeds ready now. Ask for full flower seed list.
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Fruit Trees, Ornamental Trees, Shrubs, Small Fruits, Roses, Clematis, Phlox, Peonies, Herbaceous Perennials
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Quality and Reliability

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Deliveries of Flowers and Plants in FALL RIVER and contiguous territory.

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We cover LAWRENCE, METHUEN, ANDOVER, N. ANDOVER, SALEM, N. H., and contiguous territory. Member F. T. D.

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Randall's Flower Shop
HARRY I. RANDALL, Proprietor
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WE COVER
Webster, Southbridge, Lee, Brookfields, Rutland, Marlboro, Southboro and Adjacent Territory

## CHANGES IN THE STAFF AT AMHERST

Two changes in the staff at the Amherst Agricultural College are announced. S. Church Hubbard has been appointed to the position of Foreman in the Department of Floriculture to succeed James Whiting, who has gone into commercial work in Dover, N. H. Mr. Hubbard comes to the department with a fine record of training and experience. For seven years he was with A. N. Pierson, Inc., Cromwell, Ct., holding the positions of Assistant Propagator, Propagator, Grower, and Section Foreman in the greenhouses; and Assistant Foreman, Foreman and Salesman in the Nursery, Perennial and Bedding Rose Department. For one year he was associated with F. W. Fletcher, Inc., Auburndale, Mass. Since July, 1916, he has been superintendent of the Trial Grounds of the Department of Floriculture at Cornell University, Ithaca, N. Y.

Richard T. Muller has begun his duties as Assistant Professor in the department, and will prove a valuable addition to the staff. Professor Muller graduated from the College of Agriculture at Cornell University in 1916; during his college course he specialized in floriculture under Prof. E. A. White. In the last year of his course he assisted in some of the class work of the department. From 1916-1918 he was an instructor in Horticulture at the University of Maine at Orono, and also had charge of the grounds and greenhouses. In 1918 he taught for six months at Hampton Institute, Hampton, Va., but during the same year he returned to the University of Maine as Assistant Professor of Horticulture. Two years later he was promoted to the position of Associate Professor. In 1920 he received the degree of Master of Science from the University of Maine for his work on heredity in Nasturtiums. Professor Muller will devote his time primarily to teaching work, taking classes in the Two Year and Four Year courses.

Saturday, September 3, the Gardeners' and Florists' Club enjoyed an outing in Framingham, visiting the Framingham Nurseries and the Little Tree Farms Nurseries. Mr. Richard Wyman, proprietor of the former establishment, and his estimable wife, prepared a delectable lunch which was served on the arrival of the visitors. Although the attendance was not large, owing to the extremely hot weather, those who took the trip counted themselves amply repaid, as both the nurseries contain a great amount of material of much interest to them.

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A. GRAHAM & SON
5523 Euclid Ave.
Will take good care of your orders
Members of F. T. D. Association

The Knoble Brothers Co.
Flowers and Nursery Products
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We are well equipped to handle your orders.
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Artistic Designs . . .
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We cover all Michigan points and good sections of Ohio, Indiana and Canada. Member Florists' Telegraph Delivery Association

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Personal attention given orders for Knoxville and East Tennessee
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We cover Long Island, Jersey and Connecticut
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The Leading Florist for nearly Half a Century

A MESSAGE TO RETAILERS

There never was a time when retail florists needed the benefits of the F. T. D. to a greater extent than now. There never was a time when retailers needed more to work together for the improvement of business conditions. There never was a time when it was more necessary to learn everything which can be learned about the best methods of doing business. These facts constitute the best of arguments for attending the annual convention of the F. T. D., which will be held in Toronto, October 11-13. It will be a business convention all the way through, and one no retailer can afford to miss. Let's all go!

(Signed) Charles Boyle,
Boston Representative.

S. A. Anderson
440 Main St., Buffalo, N. Y.
ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.
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The Far-Famed Flowers of
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Delivered on mail or telegraph order for any occasion, in any part of the Dominion
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Transfer Your Orders to
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CHAS. H. GRAKELOW F. T. D.
Everything in Flowers
Broad Street at Cumberland

FLOWERS The Best at The Lowest
The Largest Popular Price House in Philadelphia
F. M. ROSS
Send orders to
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Other Stores
13 So. 60th St. 212 E. Girard Ave.
PHILADELPHIA
Member Florists' Telegraph Delivery
Orders from all except members of the F. T. D. must be accompanied by remittance.

ST. LOUIS, MO.
FRED C. WEBER
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NOTICE INITIALS. We have one store only.

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Our assortment of high-grade Florists' Supplies and Novelties is wonderful.

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Our Novelties will increase our reputation as leaders in new ideas.

Announcements of special interest will be made from time to time.

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Sample Free
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CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES and all Seasonable Varieties of Cut Flowers

THE BEST IN CUT FLOWERS YOU WILL FIND IN
**Roses**
The varieties we want to mention especially are:
**Russell and Columbia**
Of these varieties we have an ample supply every day. All grades from Shorts to Specials.
The quality is much better than we generally have in August.
Let us make you a sample shipment.
**The Leo Niessen Co.**
PHILADELPHIA, PA.

## LANCASTER COUNTY FLORISTS' ASSOCIATION

By invitation the September meeting was held at the greenhouse establishment of Mr. Chas. B. Herr, Strasburg, Pa. Mr. Herr is certainly showing the people of Strasburg what can be done with a moderate sized lawn in the way of landscape work and bedding. In compliance with a recent law compelling the display of a regular size American flag at all public meetings excepting purely religious ones, Mr. Herr had not only one but a number of them.

At 6.30 a bevy of Strasburg's belles served lunch to the entire party in courses without number and quantity without end, and as Mr. Herr is living in the land of single blessedness, these young ladies did themselves proud in seeing that both the host and his guests had every attention.

At 7.30 the meeting was called to order with Mr. B. F. Barr in the chair, and the regular order of business was gone through with.

It was decided to leave Lancaster on Thursday, Oct. 6th, by way of Columbia and York into Baltimore and then out to Vincents at White Marsh, Md., for the Dahlia show.

---

The annual convention of the F. T. D. A. will be held in Toronto, Ont., October 11, 12 and 13. A reduced rate has been granted on all the Grand Trunk lines, and will be under a certificate plan.

**MICHIGAN CUT FLOWER EXCHANGE, Inc.**
WHOLESALE COMMISSION FLORISTS
Consignments Solicited
Hardy Fancy Fern Our Specialty
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Please mention HORTICULTURE when writing

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We manufacture all our
**Metal Designs, Baskets, Wire Work & Novelties**
and are dealers in
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**Fresh Cut Decorative Evergreens**
Highest Standard of Quality. Largest Stock in America. Write for Illustrated Catalog of Greens and Florists' Supplies.
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**Advertisements in this Department, Ten Cents a Line, Net**

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The new Manaway greenhouse nozzle is a decided advance over any greenhouse nozzle heretofore made. By its peculiar construction the side spray is thrown out which applies the water evenly from the pipe outward. Our long-throw nozzles cover a space up to 18 feet from the pipe. We can supply nozzles that will cover any space desired. If you will advise us under what pressure your system operates and the width of space you desire to cover, we will mail without charge a sample nozzle. C. W. SKINNER, Newfield, N. J.

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Every one who is using the Manaway System without the end nozzles can now fit their lines with our new 3-outlet end nozzles which take the place of not only the regular nozzle but also furnish 2 streams, one 4 and the other 8 foot out of true. One of these nozzles placed at the beginning or end of the line has the effect of lengthening the line 8 feet at each end. These nozzles can also be used in other systems which use a large nozzle. The price is 15c each, postpaid. C. W. SKINNER, Newfield, N. J.

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C. KEUR & SONS, HILLEGOM, Holland. Bulbs of all descriptions. Write for prices.
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For the best Up-to-Date Cannas, get new price list. THE CONARD & JONES CO., West Grove, Pa.

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Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c; 3000 for $1.00, postpaid. I. L. PILLSBURY, Galesburg, Ill.

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### THE BEST

In Novelties and Standard Kinds.
Catalogue on Application.
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Fragrant Peony Dahlia Mrs. Frederick Grinnell. $10.00 per clump. No more orders taken until Fall, 1922.
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Your address for Holland-grown Hyacinths, Tulips, Narcissi, Crocus, Lilliums, Lily of the Valley, etc. Please write for catalogue.

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**PANSIES**—The largest exclusive growers of Pansy seed in the world. Catalog of separate colors ready. Cut 1921 prices.
STEELE'S MASTODON GREENHOUSE SPECIAL MIXED—(O. K. outside). 1-16 oz. 65c; ⅛ oz. $1.00; ¼ oz. $1.75; ½ oz. $3.25; 1 oz. $6.00; 3 ozs. $16.50; 4 ozs. $22.
STEELE'S MASTODON PRIVATE STOCK MIXED—1-16 oz. 65c; ⅛ oz. 75c; ¼ oz. $1.50; ½ oz. $2.75; 1 oz. $5.00; 3 ozs. $14.00; 4 ozs. $18.00.
Steele's Pansy Gardens, Portland, Oregon.

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Wood labels for nurserymen and florists. THE BENJAMIN CHASE CO., Derry Village, N. H.

**SMILAX**—Strong 2¼-in. $3.00 per 100. Cash. H. C. BLANEY, 153 Humphrey Street, Swampscott, Mass.

**BOUVARDIA**—Strong, bushy plants from bench, replanted from pots. Big ball of roots. Bouvardia Humboldtii, white; Grandiflora, white, $20 per 100; Mrs. Chas. E. Hughes, light pink and Rosa, dark pink, $15 per 100. No order accepted for less than 50 plants. Cash with order.
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WRITE for our new wholesale list of Peonies.
FRANKLIN NURSERY
Richfield Station, Minneapolis, Minn.

**WE OFFER** to the trade Berberis seedlings for lining out. Rose stock, Apple, 1-yr. Asparagus, 1-yr. Grape, 1- and 2-yr. Peaches. Few Pears, other stock. Ask for prices.
Rockfall Nursery Co., Rockfall, Conn.

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**CHRISTMAS CHERRIES** — Strong, well-fruited plants, in 5-, 5½- and 6-inch pots, 35 to 50 cents. Packing free.
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Brill Celery Gardens, Kalamazoo, Mich.

**TRUCK FOR SALE**—Special built florists' body, surrounded by a dead air space, frost proof, on a powerful Stearns Knight touring car, 1916 model. Equipped with a full set of almost new Cord tires, and a new spare. In good running order. Any reasonable offer considered. Apply to JAMES MARLBOROUGH, Topsfield, Mass. Tel. Topsfield 47.

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4-inch, 25c; without pots, 20c.
5-inch, 40c; without pots, 35c.
Fine bushy plants ready for a shift
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**FERNS**—All prices are per 100. 400 Roosevelt, 3-in., $8. 350 Scottii, 3-in., $8; 120 4-in., $12. 100 Scholzelii, 3-in., $8; 200 4-in., $12. 200 Teddy, Jr., 3-in., $8; 330 4-in., $12. 100 Whitmanii, 2½-in., $6; 325 3-in., $8. 250 Boston, 2½-in., $6; 150 3-in., $8; 160 4-in., $12. 200 Elegantissima, 2½-in., $6; 100 3-in., $8.
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Extra fine Stevia 3-in. pots, $8.00 per 100; Cash.
Extra fine Genistas, 3-in. pots, $15.00 per 100; Cash.
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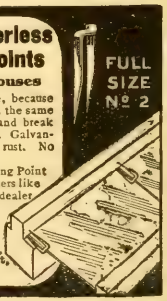
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**For Greenhouses**

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts. The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

Write for samples and price.

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World's Oldest and Largest Manufacturers of

FLOWER POTS

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**QUALITY RED POTS**

Made of best material by skilled labor, uniformly burned and carefully packed. Famous "Moss-Aztec" Ware includes Azalea Pots, Fern Dishes, Hanging Baskets, Lawn Vases, etc. Write for catalogue and price list.

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KROESCHELL Boilers are making the most wonderful greenhouse heating record in the world. Florists who have used other makes are constantly giving the KROESCHELL the highest praise. 13,468,320 sq. ft. of glass was equipped with KROESCHELL Boilers during the past five years.

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New Branu
New Style
"Riverton" Hose
Furnished lengths up to 500 ft. without seam or joint.
The Hose for the Florist
¾-inch, per ft. 22c
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2 Reels, 1000 ft., per ft. ..... 20c
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Couplings furnished without charge



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PECKY CYPRESS FOR BENCHES, CYPRESS TANKS CYPRESS HOTBED SASH, GLAZED AND UNGLAZED AGENTS FOR EVANS' VENTILATING MACHINES

Best Stock Prompt Deliveries Right Prices

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THE QUALITY BRANDS CO.
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A complete compendium of necessary information on the practical cultivation of

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# HORTICULTURE

Volume XXXIV OCTOBER 10, 1921 Number 7

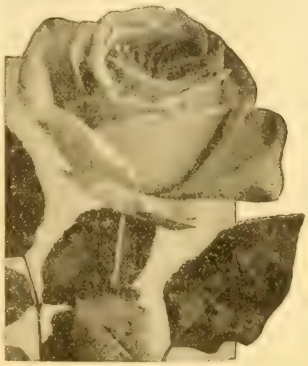


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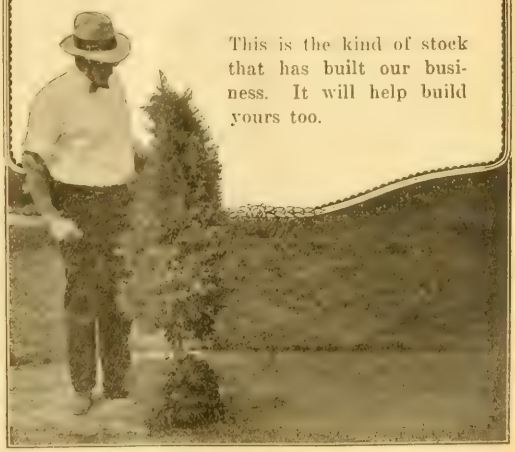
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### BOSTON.

Local florists had a prominent part in the big Waltham Fair this year. The horticultural end of the fair was under the direction of Allan Peirce, who was "Johnny on the Spot" from beginning to end. An entire tent was given over to the display of horticultural products. This display included many amateurs' exhibits, but the commercial men were very much in evidence, nevertheless. Wollrath & Sons made a particularly generous contribution. They had a section of the tent where they featured palms, ferns, dracaenas and crotons, and other plants, in a large way. It was a noteworthy exhibit, and one which won no little praise. Likewise it won first prize of $75 for the best commercial group.

Harold Ryan, the hustling Cambridge florist, also had an excellent display which added not a little to the success of this feature. He was given a second prize.

Sydney Hoffman attracted much attention with a splendid group of baskets, the flowers of which were arranged with his exceptional skill, and it is hard to beat Mr. Hoffman along this line. He was given first prize for a basket of "glads," first for a basket of asters, first for a basket of fruit and flowers, and first for a basket of vegetables and flowers.

Fottler, Fiske & Rawson, who grow dahlias in a large way and feature many of the best varieties, were given first prize for their display.

Prof. J. G. Jack, of the Arnold Arboretum, has recently returned from a plant hunting trip to the Glacier Park in Montana. He was very successful, as was shown by the large number of specimen plants shipped back. These plants have now been set out in the propagating beds at the Arnold Arboretum, and are being carefully nursed by Mr. W. H. Judd, who is in charge of the institution's propagating work.

Mr. James J. Casey, of the Rosary, 749 Boylston street, supplied the decorations for the Mahoney-Tracy wedding, which was solemnized at Winthrop and followed by a reception in Hotel Somerset, Boston. The floral decorations were very elaborate, especially at the reception, and won many compliments for Mr. Casey. The principal feature was a floral fountain, a somewhat unique conception, and worked out with surprising grace and symmetry. Baskets of flowers on small tables were used to supplement the principal feature of the scheme.

C. M. Humphrey of Zanesville, Ohio, has been spending several days in Boston, visiting the growers and the retail stores. Mr. Humphrey is an extensive grower himself, as well as a retailer, having about 50,000 square feet of glass, but grows mostly for his own use. He is especially interested in cyclamen and is reported to grow them very well.

The Massachusetts Horticultural Society lost a prominent member in Walter Hunnewell, who died a few days ago at his home in Wellesley, aged 78 years. Mr. Hunnewell was deeply interested in horticulture and was at one time treasurer and trustee of the Horticultural Society. His large estate in Wellesley is famous for its gardens and its collection of unusual trees.

Antonio Muscolino, formerly with Wax Bros., has joined the staff of the Rosary.

Wollrath & Sons, of Waltham, have purchased a new White truck with a special body, and heated from the exhaust to protect the flowers from frosts.

# -HORTICULTURE-

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Vol. XXXIV OCTOBER 10, 1921 No. 7

## THE TALK OF THE TRADE

Newton, the florist, of Hyannis, Mass., has things pretty much his own own way on the lower end of Cape Cod, as there is no other florist between him and the deep blue sea where the land leaves off at Provincetown. Nevertheless, he has found that it is easy to bring in much new business by the right kind of advertising methods. At the recent Barnstable Fair Mr. Newton occupied a booth, which he made one of the features of the exhibit. The booth was made attractive with many different plants. He wasn't satisfied, however, with merely a pretty display. He wanted something which would actually bring business, and hit upon the plan of showing samples of his work in different forms. He had, for example, the Odd Fellows' Three Links, made up in flowers. He had also handsome shower bouquets for brides and others for bridesmaids. He had likewise samples of corsage bouquets for the dance and vases of flowers for the house.

Mr. Newton was pleased, of course, with the first prize, which was awarded him, but took more genuine satisfaction in the knowledge that he had gained not a little valuable advertising by the methods which he had followed. He was soon able to prove this fact because orders began to come in from people who had seen his exhibit, and some of whom told him that they had never realized before that they could get artistic pieces of this kind made up as near home.

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I think there is a growing appreciation among the people who promote fairs and similar public exhibitions of various kinds that flowers go far towards bringing success. At the Men's Apparel Show, which has been going on for the past week in Mechanics Hall, Boston, Houghton-Gorney has had a very interesting display which occupied the center of the hall and attracted much attention. The lay-out included a small pond with a rustic bridge crossing it. There were small trees and flowers scattered about the plot, but the feature which attracted the most attention was a large floral clock. Throngs of people were forever pausing to look at this clock, and many of them were heard to exclaim enthusiastically when they saw that the hands moved, "My, it is really going!"

Then others would crowd around and compare the time with their watches. The face of the dial was made up of white asters in a solid mass, while the figures were marked out in helichrysums, the so-called everlastings. While a good display of flowers and plants always attracts attention, a special feature like this inevitably draws a bigger crowd.

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It seems to me that there ought to be an opportunity to dispose of many more flowers for decorative purposes at a show like the one mentioned. Here and there the visitor found booths decorated with vases of roses or carnations, or possibly a palm or fern. These booths stood out conspicuously among the others, and it would seem as though the right kind



An Excellent Basket Arrangement

of salesmanship could bring about a much larger use of flowers and plants in this way, especially at a time when flowers are as cheap as they are now. It behooves the florist to keep up a constant effort for the greater extension of flowers along these lines. There's a good market here if it were properly handled.

---

Walking through the Henry Robinson establishment in Boston recently I was struck with the tremendous number of baskets being sent out. Great quantities of these baskets have been imported from Germany, and have sold readily at a lower price than has prevailed for several years. Their use among retail florists is increasing. They are very decorative when properly used. This fact was well illustrated at a recent wedding in a Boston hotel where the decorations were very lavish and beautiful. There were baskets everywhere filled with flowers of different kinds, and the effect was singularly good.

Some of the different ways in which baskets can be used were shown at the Waltham, Mass., Fair, where Sydney Hoffman exhibited them filled with "glads," asters, combinations of fruits and flowers and similar combinations of flowers and vegetables. Mr. Hoffman is an adept in work of this kind, and his baskets attracted no little attention.

---

It is a question, though, whether the growers will find much consolation in the growing use of baskets. It is a fact, which must be admitted, that fewer flowers are needed for baskets than for making up any other kind of a display. A basket containing half a dozen roses is fully as effective as a bouquet of two dozen roses used alone. There can be no question that the use of baskets is cutting down the use of flowers to some extent. But, on the other hand, they are so adaptable and so appealing that they may increase the demand for flowers to such an extent as to offer complete compensation. In that case the growers will be just as well off, while the retailers will make more money, and the jobbers, of course, will smile more broadly than ever.

---

A much larger fern business is done in Massachusetts and Vermont than is realized by most people in the trade. In North Adams Robert Groves, Inc., have recently constructed a new storage house 98x54 feet in size, and costing $40,000. There are three large cold storage rooms, each with a floor space of 1,750 square feet, where the temperature is kept at 30 degrees. The plant has a storage capacity of 6,000 cases of ferns, or a total of 42,000,000 ferns, which is practically a year's supply. The refrigerating system is electrically operated, pipes carrying a heavy brine ammonia solution to each storage room, and in order to insulate the storage rooms the walls, floors and ceilings are completely sealed with a cork sheeting, having a coat of plaster inside and out. The cork alone cost nearly $9,000. The upper part of the building is devoted to a general store room, and is lighted by large windows set into the sloping roof. The building was constructed under the direction of Mr. Robert Groves.

---

The Breck Robinson Nursery, at Lexington, Mass., had a very interesting garden at the Eastern States Exposition in Springfield. It was arranged under the personal direction of Miss Mabel Keyes Babcock, director of the firm's landscape department, and was a replica of a garden constructed by her some time ago for an estate outside Chicago. The frame of the garden was the same as that used at the big rose show in Boston this spring. The garden was much admired, and added not a little to the success of the exposition.

---

Caplan, the florist of Boston, has a fertile brain which frequently shows itself in interesting and unique window displays. For some time past this window has been attracting much attention as a result of a very unusual display arranged under his direction. In the center of the window is a concrete pool, and at one side a garden seat. At the other side stands a tree and a roosting device for birds. In itself the window would attract more than passing attention, but when the crowds discovered live birds flying about or resting in the trees, they packed the sidewalk and overflowed into the street. Some canaries were used, but most of the birds were parrakeets, which look like diminutive parrots and which are not familiar to the average person. These unusual little birds are fascinating, and helped to make the window display complete.

---

Mr. Caplan is having much success in handling birds and especially canaries, for which there is a constant demand. Besides the bird department he has another department given over to goldfish. At one side of the store there is a large tank through which water is constantly flowing. Here the goldfish are kept. It is impossible to make a success of the goldfish business if the fish are kept only in aquariums, especially the smaller sizes. In a tank under fairly normal conditions they thrive and remain in good health.

There is a steady demand for goldfish, but they require much more care and attention, Mr. Caplan says, than might be expected. No florist can hope to succeed with a goldfish department unless he goes at the matter in a careful and painstaking way. One man's entire attention is given in this establishment to the birds and the goldfish. Mr. Caplan expects to move to his new location two doors above the present store next spring, at which time he will build a greenhouse at the rear and provide special quarters for the birds and the goldfish.

---

I have expressed myself before in favor of the new gladiolus "Lily White," and a few days ago had another chance to see this variety which serves to strengthen my opinion of it as an all round commercial sort. I think it is the whitest so-called white gladiolus on the market. It's true that just now there is a little trace of color, but everyone knows that is natural with any white flower when the weather gets cool. I saw "Lily White" at Mr. Meader's place in Dover, N. H., and of course they are having cold nights there. In fact, it's bordering on frost, and any white flower is apt to show color under those conditions. I am particularly impressed with "Lily White" because first of all it's early and secondly it positively does throw a fine percentage of blooms. Even from small flowering bulbs, the results are good, and I was surprised at the flowering qualities from 3-4-inch bulbs. It's a nicely built flower as an individual bloom; well set up on the spikes, and is always straight stemmed.

I can't help mentioning another sort which I saw at Mr. Meader's place. I didn't ask him what he thought of it as a commercial flower, but I believe that he considers it one of the good ones. This variety is Dr. Norton. It's a heavy grower, throwing strong, well set up flower spikes, but it's hard to describe the color. I don't know if I can make myself understood, but the best I can say is that it is an orchid pink. The pink is clear and striking, with just a little lavender tint, a mighty attractive flower in every way. I don't think it is particularly early, but I do think that it will bear watching, that is, for those who are not acquainted with this variety.

## SOME EUROPEAN NOTES

### And a Tribute to the Memory of the Late John Farquhar

By S. S. Pennock

Upon leaving Germany, Sept. 11, in going about the western parts of Germany, generally the western, as that is where my work mostly lies, the scenery is wonderful, hilly and mountainous in some parts, beautiful Rhine country, [illegible] to the Belgian, British, French and American troops, all most interesting, teeming with historical events, present and past, [illegible]



Samuel S. Pennock

[illegible] of the [illegible] where we [illegible] a small little town, centrally located in Germany just [illegible] the "Greatest World" in Europe, with its Parsons and several others, we [illegible] the gardens of the palace of the Grand Duke of Saxony, Gotha and Coburg. [illegible] splendidly situated public park well kept [illegible], one is very nice [illegible] particularly nice planting of evergreens [illegible] many specimens of [illegible] be seen in the grounds.

[illegible] the bedding of the gardens [illegible] and second [illegible] thought of my visit to Stuttgart in the gardens of the palace of the former King of Wurtemberg, which I visited early in July, some tropical grounds. It brought back to my memory our dear old friend, John F. [illegible] Farquhar, and I [illegible] attention to some of his plantings in Stuttgart and other parts of Germany. To me it was an [illegible] and one that was best and [illegible] one of our strong pillars in the business, always ready to do his share in any undertaking, throwing his energy into our flower shows and exhibitions in an unstinted way, not only contributing to the exhibits, but giving his time and ability, helping to make those exhibits a real success.

It has been some time since he passed on to the unknown and I do feel I want to add a line to those who have written so finely of him and his life. A few weeks before I left for Germany last March, he gave me some very fine letters of introduction and also wrote me a very nice letter wishing me a safe journey and God's blessing. These are the kind of things, as we grow [illegible] that make it [illegible] and I am proud to have [illegible] man we all [illegible]

## ECHOES FROM THE FERN SHOW.

[illegible] that [illegible] the [illegible] Brooklyn [illegible] the [illegible] Fern Show [illegible] the [illegible] Gardens [illegible] the [illegible] and [illegible] the [illegible] the trade. [illegible] the general public. Without [illegible] the attendance could have been doubled or trebled with a little more publicity. Indeed, [illegible] hundreds of people were [illegible] to [illegible] from the [illegible] of the [illegible] [illegible] it. How could [illegible] Anyone [illegible] the show in time to [illegible] arrangements to attend it.

Much credit is due the Brooklyn Botanic Garden for the extensive exhibit which was made by that institution. Dr. B. O. Dunlap of the Garden was a guest and speaker at the meeting of the Horticultural Club, Boston in the Parker House, at which F. R. Pierson of Tarrytown, N. Y. presided in the absence of the president, Mr. E. H. Wilson who is now in China for the Arnold Arboretum.

Mr. W. A. Manda, whose exhibit represented a tremendous amount of work and no little expense, won $1,150 in cash prizes, as well as many gold and silver medals. Mr. Manda sold his remarkable group exhibit to Wollworth & Sons, of Waltham. This gives the Wollraths, without doubt, the largest collection of cacti in New England, and one of the most complete in the country.

Several other sales were made after the show. Samuel Quint bought all of the ferns shown by F. R. Pierson and turned them over to his brother, Harry Quint.

The entire orchid exhibit of George E. Baldwin & Co., of Mamaroneck, N. Y., was sold to Mr. L. D. Towle, of Newton, Mass., who is rapidly forming one of the finest collections in America. This group received the Apple Tree gold medal, and contained the following varieties:

C. Mossiæ, Maggie, Raephael alba, Victory, Fabia, Fabia alba, Mantini, Hardyana and Petersii; L. C. Linda and H. Greenwood; B. C. Carmen and Veitchii.


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Fifteen fine varieties, all named, for $5, or eight for $2.50.

With each $5 collection I will give one plant of John Richardson free.

*Send for Catalogue*

**W. L. GUMM, Peony Specialist**
REMINGTON, INDIANA

# ADVERTISING AND SELLING

It pays to cater to the autumn bride. Wedding decorations are profitable, and the florist can do no kind of work which will give him more gratuitous advertising. Flowers at a funeral seldom seem to attract more than passing attention, but they often make a deep impression at weddings, and it is common to have those present make inquiries as to the name of the florist supplying the flowers. Henry Penn, of Boston, is making a bid for wedding trade in an interesting and effective way. He has had attractive show cards made which are being displayed in the street cars. The cards are divided into two sections, one of which contains a large photographic picture of a bride and a shower bouquet made of valleys. A member of the O'Brien Girl cast posed for the print, and did her part exceedingly well. On the other side of the card appears in large letters the words: "A Shower Bouquet by Penn the Florist. Say It with Flowers." We think this is effective advertising, and will help to bring trade.


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FIRST SIZE, NAMED — Single and Double.
SECOND SIZE, NAMED—Single.
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UNNAMED—Single and Double.

TULIPS

SINGLE EARLY DOUBLE EARLY
COTTAGE GARDEN AND DARWIN
In Named Varieties and Mixtures

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Single and Double A Large Variety

Spanish and Dutch
IRIS
Named Varieties

Write us for your requirements on any of the above, or any other Seasonable Bulbs.

ASPARAGUS PLUMOSUS NANUS

Greenhouse Grown Seed

1,000 Seeds $1.00 10,000 Seeds $36.00
5,000 Seeds $19.00 25,000 Seeds $85.00

ASPARAGUS SPRENGERI

1,000 Seeds $1.50 10,000 Seeds $12.50
5,000 Seeds $6.75 25,000 Seeds $28.75

WHOLESALE PRICE LIST FREE

MICHELL'S SEED HOUSE
518-516 Market St., Philadelphia, Pa.


Baumgarten, Inc., of Milwaukee, Wis., has been seeking the same kind of trade by means of a novel window display, and in order that every prospective bride might see this display an invitation card was mailed to all of them whose names could be obtained. Gray silk curtains draped the large window, while the floor was covered with white felt. At the back were two wide steps with a dark blue velvet runner, and in the background blue flower boxes and tall white vases were displayed, these receptacles being filled with fresh flowers each day.

Scattered about the window were potted ferns and large wrought iron candelabra, each with five candles. These accessories made the setting of the main feature of the display, which consisted of a large doll in full bridal attire, with a shower bouquet of ferns, baby's breath and sweet peas. This doll stood on the top step and on the step below were two maids of honor in orchid and green tulle, with hats to match. One of these maids carried a shower bouquet of sweet peas and pansies; the other a bouquet of sweet peas and roses. Near the front was a flower girl in blue and carrying a basket of forget-me-nots. Apparently this girl was scattering small pink roses in the pathway of the bride.

This store has its salesmen trained to take full advantage of whatever direct business the store window may bring, but the concern does not rest there. It goes out after business, and seeks it systematically. The whole store force is encouraged to pass on any information it may receive as to engagements, weddings and receptions. The columns in the daily papers are carefully watched for announcements. A polite invitation is sent to bride or groom to visit the store and pick out personally the wedding bouquet and the decorations.

This is not the end, either, for the salesman, being carefully trained, learns if possible whether the happy couple are to live in the town or in the country. If he finds that they are to have a little ground available, he suggests the planting of vegetables and flowers. He mentions the seeding down of a lawn, and calls attention to the fact that the necessary implements for all garden operations are carried by the store.

If, on the other hand, a town house is to be the domicile of the newly-weds, house plants, cut flowers, canaries and goldfish are suggested. It is quite true, of course, that the bride and groom are not likely to be particularly interested in garden making and house plants at the moment, but later on, when married life begins to become a bit more prosaic, they remember these things and go back to the Baumgarten store as a matter of course.

It is a fact, a good salesman has it in his power to make steady customers for any store by the tact and diplomacy as well as the perseverance which he shows when he has a bridal couple to deal with.

---

Speaking of window displays leads me to think of Penn of Boston again, because Penn tries to make his windows bring him actual business, as well as pleasing the fancy of the passersby. During the past week he has been featuring Dutch bulbs. There is nothing unique in this fact, of course. Most florists are featuring bulbs just now. But Penn put human interest into his display by introducing an attractive young lady dressed in typical Dutch garb. The window was trimmed attractively so as to provide the proper setting for the human figure, and the girl spent the hours from 10 to 5 in going over the bulbs with which the window was piled, and removing the outer coverings. In this way she practically earned the amount which was paid her.

While the window full of bulbs would have attracted a certain amount of attention in any event, the presence of the young woman was sufficient to block the sidewalks. And immediate results were obtained, for men and women alike were reminded that they had planned the planting of bulbs in their gardens or the forcing of them indoors and accordingly came in to give their orders.

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### BRIDE'S BOUQUET

The bride's bouquet illustrated on the opposite page is an excellent example of what can be done to secure an artistic effect with comparatively few flowers. In this bouquet were three dozen double white Killarney roses, 50 white sweet peas, 25 sprays of Adiantum, 20 yards of baby ribbon and 3 yards of satin. The piece was made up by Mr. B. Levenson, of the Copley Florist, Fishelson & Co., Boston, Mass.

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Mrs. Stephen G. Vanhoesen, of Fanwood, N. J., won the bronze medal offered by the American Dahlia Society to the exhibitors at the Dahlia Show of the Plainfield, N. J., Dahlia Club.

Tegelaar Bros., florists, have been incorporated in Manhattan for $5,000.



**Simple but Artistic Bride's Bouquet.** (Photo by Ambuter.)
(See description on opposite page.)

# AMERICAN DAHLIA SOCIETY

## Echoes of the Show in New York---The New Officers.

There can be no question as to the tremendous popularity of the dahlia. No other flower is being so universally grown, and no other seems capable of so many endless subdivisions. Dahlia shows are always crowded, and the seventh annual exhibition held at the Hotel Pennsylvania, in New York, was no exception. It was the biggest show ever held in the city, from what I can judge. It was so big, in fact, that there was a certain amount of confusion at first, with the result that judging was somewhat delayed.

Never before, perhaps, has so much attention been given the staging of flowers in an attempt to create an artistic effect as well as to show the individual blossoms.

John Scheepers & Co., as well as Stumpp & Walter, deserve special credit for what they did along this line. I think that more attention is going to be given in the future to the growing of dahlias which are useful for decorative effects, and which will last well when so used.

As was to be expected, R. Vincent, Jr., and Sons, of Whitemarsh, Md., did themselves proud. For several years the Vincents have occupied a leading place among dahlia growers, and have been fortunate in possessing some rarely beautiful varieties. At this show a special feature was made of Patrick O'Mara, which will certainly become a widely planted variety if the efforts of the Vincents count for anything.

I have spoken several times about the fault which some of the most widely advertised dahlias have in hanging their heads. Plenty of such dahlias were shown in New York, and some of them given much prominence. I don't believe that the public will stand for them, and I am sure that the trade will not.

Herbert Alexander was in charge of J. K. Alexander's group, which included 3,000 blooms, with between 600 and 700 varieties. Mr. Alexander is making a special feature of dahlias for cutting, dahlias which are likely to find friends in the trade. Among those which he showed were Frank A. Walker, Attraction, Maude Adams, King of the Autumn and George Walters.

The dahlias of the Peacock Dahlia Farms, Berlin, N. J., were notable for their long stems and their attractive grouping in baskets and vases.

As usual, George L. Stillman, of Westerly, R. I., confined himself largely to varieties of his own creation. Mr. Stillman occupies a unique position in the dahlia world, and his exhibits invariably attract attention from growers who are loking for novelties.

The most conspicuous exhibit in the Henry A. Dreer display was the orange decorative dahlia, Mabel F. Taft; the orange cactus, Gay Paree; the red decorative, Gloire de Verdun; the pure white cactus, Nevada; and the decorative, Pink Perfection.

H. F. Michell & Co. showed a number of new varieties, including Mrs. George W. Elkins, Jr., a hybrid decorative, gold overlaid with salmon; J. W. Davies, hybrid decorative, cerise pink; and Laddie, hybrid decorative, shrimp pink overlaid with sulphur yellow.



R. Vincent, Jr.

President of the American Dahlia Society


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| Size | MANILA Price per 100 Reg. Lid. | MANILA Price per 100 Full Tel. | Price per 100 Reg. Lid. | Price per 100 Full Tel. | Price per 100 Reg. Lid. | Price per 100 Full Tel. |
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| 24x5x3½—2 | 3.00 | 4.00 | 3.30 | 3.90 | 3.30 | 3.90 |
| 28x5x3½—2 | 3.00 | 4.00 | 3.90 | 5.00 | 3.90 | 5.00 |
| 21x8x5—2 | 3.00 | 4.00 | 3.85 | 5.10 | 3.85 | 5.10 |
| 30x5x3½—2 | 3.55 | 4.30 | 4.50 | 5.30 | 4.50 | 5.30 |
| 24x8x5—2 | 3.90 | 5.30 | 4.90 | 6.30 | 4.90 | 6.30 |
| 28x8x5—2 | 4.50 | 6.00 | 5.50 | 7.50 | 5.50 | 7.50 |
| 30x8x5—2 | 5.00 | 6.65 | 6.50 | 8.50 | 6.50 | 8.50 |
| 36x8x5—2½ | 7.60 | 9.00 | 9.00 | 11.00 | 9.00 | 11.00 |
| 30x12x6—2½ | 8.00 | 10.25 | 10.25 | 12.50 | 10.25 | 12.50 |
| 36x14x6—2½ | 10.00 | 12.00 | 12.50 | 15.00 | 12.50 | 15.00 |
| 36x12x6—2½ | 9.25 | 11.25 | 11.45 | 14.00 | 11.45 | 14.00 |

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| 18x18x8—2½ | 7.80 | 11.20 |
| 20x20x6—2½ | 8.30 | 11.40 |
| 20x20x8—2½ | 9.80 | 12.10 |
| 22x22x8—2½ | 11.20 | 15.70 |

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G. W. Kerr
1st vice-president of the American Dahlia Society

## AMERICAN DAHLIA SOCIETY OFFICERS

At the meeting of the American Dahlia Society in New York, the following officers were elected for the ensuing year:

Richard Vincent, Jr., president; William Rathgeber, secretary-treasurer; G. W. Kerr, first vice-president; James Duthie, second vice-president; W. W. Wilmore, third vice-president; J. K. Alexander, fourth vice-president; and J. W. Davis, fifth vice-president.



J. K. Alexander
4th vice-president, American Dahlia Society

## NEWS NOTES

Herrick, the florist of Hacketstown, N. J., is an enterprising florist, as well as a dahlia enthusiast. He has carried out an excellent plan this season which has helped to push the dahlia, while giving him a lot of worthwhile advertising. He arranged for ten different dahlia shows to be given in nearby New Jersey and Pennsylvania towns, working with the local societies. He attracted further attention by exhibiting for the first time the dahlias originated by Mrs. Charles H. Stout, of Short Hills. Mrs. Stout, who is an amateur, has won much fame with her dahlias, having taken twenty-three silver cups, ten medals and innumerable certificates in open competition with the best foreign and domestic varieties. Mr. Herrick offered silver cups for local amateurs displaying the largest flowers.

George E. M. Stumpp, the florist of New York, has filed suit against Mrs. Helen Haggin to recover $374.70 alleged to represent the value of flowers purchased this year.

Considerable damage was done by a fire due to spontaneous combustion which broke out in the coal shed of the United States Cut Flower Co. at Elmira Heights. It is the second fire of this kind within a short time.

The new conservatories being erected by the City of Boston at Franklin Park are almost completed. The city's outside plants will be stored in the old greenhouses at Dorchester for the last time this winter.


# FIELD-GROWN ROSES

2 year old, extra strong
**Tausendschoen**
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**Dorothy Perkins**
Fall Delivery
$50.00 per 100

**Paul's Scarlet Climber**
$1.00 each
1 year-old Field-Grown
Jersey Grown, almost equal to 2 year old stock

**Excelsa**
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Perkins, extra at cost

# HYDRANGEAS

**Avalanche**
**Baby Bimbinette**
**Eclaireur**
**Ex. G. Hill**
**Etincelant**
**Gen. de Vibraye**
**La Perle**
**Lily Mouillere**
**L'Eclette**
**Louis Mouillere**
**Mlle. Agnes Barillet**
**Mlle. Rene Gaillard**
**Mme. Logon**
**Mme. Auguste Nonin**
**Mme. E. Mouillere**
**Mme. Maurice Hamar**
**Mont Rose**
**Radiant**
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**Souv. de Lieut. Chaure**
**Souv. de Mme. Victor Raoult**
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Our plants this season are stronger and better than we have had before and the assortment of varieties is perfect.

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| From 4 in. pots | $20.00 |
| From 5 in. pots | 40.00 |
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# Ferns Ferns Ferns

**NEPHROLEPIS MACAWII (new)**

Beautiful, dwarf, compact plants

5 in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

**NEPHROLEPIS EXALTA BOSTONIENSIS**
(Boston Sword Fern)

**NEPHROLEPIS WHITMANI**

**NEPHROLEPIS VERONA**

**NEPHROLEPIS ROOSEVELT**

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

**Write For Florists' Prices**

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**6 South Market Street, Boston, Mass.**

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

There's no doubt about the value of mulching in garden practice. Leaves, straw, hay and even pine needles are more or less familiar as mulching material, but it is only recently that I heard of tea leaves being used in this way. It seems that at a big tennis tournament in England many thousands of visitors were present, and of course, being English, they regaled themselves frequently with tea. As a result there was a great accumulation of tea leaves, and some ingenious person conceived the happy idea of utilizing these leaves for mulching the numerous small trees and shrubs which had been planted in proximity to the refreshments pavilion. A writer in one of the English papers was interested enough to examine the soil underneath the tea leaves to see what effect this unique mulch had. He found this soil pleasantly moist, and believes that doubtless the trees will be benefited by it. Although tea leaves will never probably become standard material for mulching, it is worth while to remember that it is not necessary to depend upon straw or hay.

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In an issue of last May the Gardeners' Chronicle (England) referred to an article previously published in Horticulture descriptive of Mr. Thomas Cook's Rose Library, and expressed doubt as to the possibility of Lord Carmichael's library having escaped from England. In a recent number of the Chronicle, a member of the Arnold Arboretum staff takes issue with the writer of this article, and says:

"Unfortunate as it may be for English collectors, the 'Castle Craig Collection of 233 volumes and pamphlets on roses and rose culture, bound in 73 volumes,' as described by Captain Quaritch, was purchased by Mr. Cook in 1916, and with one or two exceptions still rests upon his shelves. One of these exceptions is Rossig's Die Rosen. Upon learning that it was not in the library of the Arnold Arboretum, which probably possesses the largest collection of rose books in America, Mr. Cook presented the Castlecraig copy, and with an interest in the Arboretum's rose collection, second only to that in his own, Mr. Cook has added much other rich material."

The writer goes on to point out one or two mistakes in the original article which Horticulture published, among them the mis-spelling of Redouté, and then continues:

"For forty years Mr. Thomas Cook has spared no pains or expense in hunting out and securing the choicest and most valuable literature on the rose (not everything ever published), and has succeeded in acquiring nearly all of the important works, as well as a large share of less important ones. This noteworthy collection is growing as rapidly as the books not already included can be procured. While it is, perhaps, needless to say that the article in Horticulture was published entirely without Mr. Cook's knowledge or approval, his Rose Library is, nevertheless, one in which he may justly take pride and satisfaction."

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I am glad to see that definite action is to be taken at last toward developing the Back Bay Fens in Boston. This is a part of the park system which has great possibilities, and Bostonians who take pride in their city have long felt ashamed when they have been obliged to take their visitors from other parts of the country through this section. The Mayor has appointed A. H. Shurtleff and Olmstead Bros. as architects to prepare plans for making the Fens what they ought to be. Former Mayor Curley at one time desired to have a sunken garden effect carried out, but that was before the Charles River basin had been dammed. This plan has now been entirely abandoned, I understand. In the hands of such men as the landscape architects mentioned, the development of the Fens will no doubt be worked out in a way that will be a credit to the city.

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## AMERICAN ORCHID SOCIETY

### Important Matters Taken Up at a Meeting of the Trustees.

A meeting of the trustees of the American Orchid Society was held on Thursday, September 22nd, at the Algonquin Club, Boston, Mass., where the President, Mr. Albert C. Burrage, delightfully entertained at dinner, during which much good work was done in mutually talking over those things which would be the greatest help in promoting the best interests of the society.

The occasion was opportune, the society just having enrolled its first hundred members, and being in a position to make progress along the lines suggested by the constitution.

It was also important as showing the deep interest taken in the proposed work of the society by those responsible for its development. The full Board of Trustees was present, as well as the officers ex-officio.

The development of such a society must necessarily be a gradual process, until the membership becomes large enough to deal with the important questions which confront the orchid world.

The strict quarantine is causing much annoyance to those commercially interested in orchids and is undoubtedly keeping many beautiful varieties out of the country and



Dahlia Albert Manda

apparently can serve no useful purpose under present conditions.

Mr. Oakes Ames and Mr. W. A. Manda were elected Vice-Presidents.

It was voted to appoint a committee to secure a list of all American raised hybrid orchids, of which some reliable printed record was available, as proof that they had been raised and flowered in the United States.

A committee of four was also appointed, consisting of Edward Roehrs, Joseph Manda, George E. Baldwin, and John E. Lager to consider the advisability of holding an orchid exhibition at some central point, in the near future.

It was also decided to publish a Symposium on the Native Orchids of America, this being appropriate as the first publication of the American Orchid Society, and the great interest manifested in native orchids wonderfully presented in all their natural beauty by our president, Mr. A. C. Burrage, in Horticultural Hall, Boston, on April 7th, 1921, seeming to warrant such an effort.

It was also decided to publish a permanent set of by-laws to replace those hurriedly printed for immediate use. The advisability of offering a silver cup for the best orchid exhibit during the year was also considered.

Each trustee pledged ten new members for the next meeting. A rising vote of thanks to President Burrage for his hospitality brought the first meeting of the trustees to a close. They will meet again in New York City on Friday, November 4th.

ALFRED J. LOVELESS,
Secretary.

## NEW STORE IN WINCHESTER, MASS.

An attractive new flower store has just been opened at Winchester, Mass., by H. W. Crockford, an experienced and businesslike young man who already has a store at Winthrop. The Winchester store has an exceptionally pleasing decorative scheme. The walls for two-thirds of the way to the top are gray, being white for the rest of the distance. The tables, chairs and other furniture are painted gray to match the walls. Mr. Crockford was overseas with the American troops and has a great many friends among the Legionaries as well as outside.

## THE CARNATION CONVENTION

There will be an important meeting of the Hartford, Conn., Florists' Club, Wednesday evening, October 12, at which time plans will be taken up for the convention of the National Carnation Society to be held in January.

## VANDA LOWII

By Albert C. Burrage

This most extraordinary and exceedingly rare orchid is a native of Borneo, where it was discovered in 1845 by Sir Hugh Low, growing on the higher branches of the loftiest trees in the dense swampy tropical jungles on the coast of Sarawak. By Lindley it was named Vanda Lowii in honor of the discoverer, but was afterwards transferred by Reichenbach to the genus Renanthera and therefore called Renanthera Lowii. Later by Veitch, it was called Arachnanthe Lowii, and in 1919 Rolfe suggested it be called Dimorphorchis Lowii; but throughout the orchid world it is still best known as Vanda Lowii.

The most difficult and dangerous of all orchids to gather, it is also the most difficult to transplant, for in spite of its robust stem and leathery leaves it is easily bruised and is very sensitive to atmospheric changes. Many plants were shipped to England, but few survived the voyage, so that this has always been one of the scarcest orchids in Europe.

It is distinct from any other known Vanda and is easily distinguished by its dark green foliage, thick, fleshy roots and remarkably long drooping flower spikes. In its native habitat and also where thoroughly established and happy in a new home, Vanda Lowii often bears four spikes on one stem, each over 10 feet long and each carrying 40 or 50 flowers.

The most remarkable feature of the plant is the dimorphism of the flowers—that is, the production of two kinds of flowers on the same spike—flowers entirely distinct in size, form and color. It is not so much the unusual appearance of the inflorescence itself that attracts the beholder as the constant occurrence of two kinds of flowers on the same stem, the lowermost (1, 2 or 3) being somewhat larger than the others and of a bright orange or tawny yellow dotted with red-purple, while all the others are deep chocolate brown bordered and streaked with yellow.


**GIANT PANSY SEED**

No. 10. Kenilworth Giant Exhibition
No. 12. Kenilworth Giant Prize
Each sort: 1000 seeds, 50c; 1-8 oz., $1.35; ¼ oz., $2.50; oz., $10.00.
No. 22. Kenilworth Mixture
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Price of the preceding 6 sorts: 1000 seeds, 35c; 1-8 oz., 90c; ¼ oz., $1.65; oz., $6.00.
No. 24. Kenilworth Show
No. 28. Masterpiece
1000 seeds, 40c; 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.
Giant Trimardeau in mixture or separate colors
1000 seeds, 30c; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.
Early Flowering or Winter Blooming Giant Pansies.
1000 seeds, 40c; 1-8 oz., $1.10; ¼ oz., $2.00; oz., $7.50.

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BUDDLEIA Asiatica, 3-6 ft., $1.50-$5.00 each.
HEATHER Melanthera, 2-4 ft., $2.50-$6.00 each.
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BOUGAINVILLEA Sanderiana — Pyramid and Globes, $2.00-$8.00 each.
HYDRANGEAS Mixed French Variety, 15-25 branches, $2.00-$3.00 each.
HYDRANGEA Trophie, the best red 15-20 branches, $2.50-$3.50 each.
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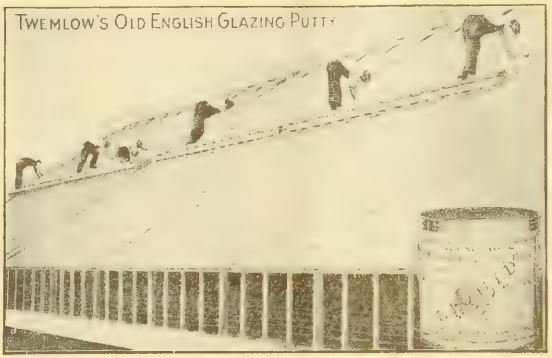
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The Alpha Floral Co. has opened a new store at Pueblo, Colo. W. A. Quarles will be in charge, and will be assisted by Mrs. T. R. Roane and Miss Josephine Finlan.


**A Florist told us just recently that our circular, illustrating and describing our complete line of Greenhouse Fittings, saved him thirty dollars on a fifty foot house, besides having a better braced house than he would have had if built according to his original intentions. Can you afford to be without our catalog?**

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## TO TRAIN NURSERYMEN

### A Practical Course in Nursery Practice to be Given at Amherst

Last winter the New England Association of Nurserymen appointed a standing committee on education with Mr. Richard Wyman of Framingham, Massachusetts, as chairman. Other members of the committee are Theodore L. Borst of Framingham, Mass., and W. E. Campbell of New Haven, Conn. This committee has taken up with Professor Frank A. Waugh of the Massachusetts Agricultural College at Amherst a proposition for a special course for nurserymen.

Arrangements have now been made whereby such a course will be given by the Massachusetts Agricultural College the present winter, beginning January 2, 1922, and continuing for a period of ten weeks. The following subjects will be offered:

1. Horticultural botany, the identification of plants, their correct names, the science of nomenclature, etc., by Professor C. H. Thompson.

2. Soils and fertilizers, a fundamental course.

3. Propagation and nursery practice.

4. Landscape construction,—how landscape plans are made and carried out, including grading, planting, roadmaking, etc., direction of F. A. Waugh.

5. Special lectures by practical nurserymen.

This course is designed to meet the needs especially of craftsmen—those actually at work in the nursery rows. No entrance examinations will be required, but it is expected that every applicant will have had more or less practical nursery experience as a foundation for his work at the college.

No tuition charge will be made. There will be a registration fee of $5 and each man will be obliged to buy his own books which will cost about $5 more. Board and room will cost about the same in Amherst as elsewhere, say $9-$10 a week.

Those who desire further information regarding this course should communicate with Mr. Richard Wyman, chairman of the committee, Framingham, Mass., or with Professor Frank A. Waugh, Amherst, Mass. The class will be limited to 25 members, so that early application is desirable.

## ADVERTISING RUINED HIS BUSINESS.

A chap told me the other day that advertising had ruined his business.

"Advertising ruined your business?" I said aghast. "Why, good heavens, man, I hardly know of a business which is successful to a large way that doesn't owe practically its entire success to advertising."

"Well you see," he replied rather limply, "my competitors advertised and I didn't."

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| BUSH BOX, 8-in., at | $0.60 |
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| THUYA Tom Thumb, 2-ft., at | 1.50 |
| JUNIPERUS virginiana, 18-in., at | .60 |
| JUNIPERUS virginiana, 24-in., at | .75 |
| PYRAMIDAL ARBOR VITAE, 3-ft., at | 1.75 |
| PINUS Mughus, 12-in., at | 1.00 |

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## FLORISTS OF EUROPE

### Interesting Interview With Mr. Frank J. Dolansky on the Situation as He Found It

Mr. Dolansky, the florist and orchid grower of Lynn and Boston, has just returned from his third trip to Europe. He spent about three months traveling through England, France, Germany and other countries. While it was not a business trip, he was naturally interested to learn the extent to which the florists across the water had been hurt by wartime conditions.

"In Germany," said Mr. Dolansky, "I found the situation very much better than I had expected. Of course there is much unrest, and people hardly know where they stand politically. There are four different parties pulling against each other, and some of the Germans would like to see the old monarchial government restored. I do not think, however, that there is any reason to expect that the republic will be overthrown.

"There were flowers everywhere in Germany, and all the florists seemed to be busy. Even the poorer people were buying flowers when I was there. They seemed to consider them one of the necessities of life, and the presence of flower boxes all along the streets did much to add to the general appearance of the cities. These flower boxes were especially noticeable in Berlin and Hamburg.

"I found a great many dahlias being used, and was surprised at their keeping qualities. They were used largely in baskets, and I think had their stems in moss.

"The Germans do not make up their bouquets in the same open way which prevails here. They make them very tight, even with dahlias. I do not think the plan is quite as good as the one we follow, and yet the bouquets do not look bad. One dahlia which I saw used everywhere, and a very pleasing one, has a small red and white flower.

"The growers of France are coming back, although they are handicapped by the high price of glass and other supplies. I didn't get around as much in France as in Germany, because the French people seemed to dislike using the English language, while English is spoken freely in Germany.

"The English situation, so far as the florist is concerned, is not very favorable. The English people are terribly burdened by taxes, especially the wealthier classes. If a man has an income of 6,000 pounds, the government gets about 4,000 pounds, which doesn't leave very much for luxuries. As a result the people who formerly patronized the flower shops largely are not buying, and the florists are crying hard times. The poorer people in England do not buy flowers as they do in Germany, possibly because they are higher in price.

"It seems to me that the German competition is going to be difficult to meet, although the English people now blacklist German-made articles. In England I bought some florists' knives which cost me close to $2.00 apiece. In Germany I found knives which were just as good in every essential feature at 25 cents or less.

(Continued on Page 171)

WE ARE MOVING

LILY BULBS

LILIUM FORMOSUM

New Crop Bulbs Now Here

7- 9 (300 to Case) Per Case
8- 9 (250 to Case) $50.00
9-10 (225 to Case)
9-10 (200 to Case) F.O.B. N. Y.

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The crop is a short one. May we quote you these? All correctly graded in standard size cases.

FRENCH ROMAN HYACINTHS

11-15 ctm per 1000 ..... $55.00
12-15 ctm per 1000 ..... 65.00
13-15 ctm per 1000 ..... 75.00

All Fall Bulbs here, or due soon
Write for Catalog or Prices

Midsummer List for Florists ready---Ask for it.

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THIS SEASON'S NEW ROSES

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We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.
We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.

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PEAS, BEANS, CORN AND VEGETABLE SEEDS

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FREESIA, IRIS, LILIUMS, HYACINTHS, NARCISSUS AND TULIPS

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MULTIFLORA JAPONICA ROSE SEEDLINGS

Best American Rose Stock for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.

C. R. BURR & COMPANY, MANCHESTER, CONN.

# —HORTICULTURE—

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One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


Says Sam: You Don't Have to Bray at a Donkey Just Because a Donkey Brays at You.

**The F. T. D. Convention** When the F. T. D. convention opens at Toronto tomorrow (October 11) it will find a hospitable welcome from the Canadian Florists. The latter are feeling proud of the fact that the Association has come across the line, and the United States members, for their part, are determined to show by their presence that the bonds of friendship between florists on each side of the border are constantly growing stronger.

The program is along the same lines as those which have been carried out by the Association for the past year or two. There are comparatively few set speeches to be heard, but there will be a great amount of discussion on practical subjects pertaining to the trade by practical men who have threshed out all the various programs which come to the florist in each day's business. There is no better way to get at facts than by swapping experiences in this way. A lot of men who can never be induced to prepare a long paper to be read at such a convention, or are not sufficiently experienced to make a prepared address, have, nevertheless, a tremendous fund of experience from which they will gladly draw in a gathering where they can talk in an impromptu way and without the restraint which comes when the sessions are too formal.

Some very important matters are to be considered, among them uniforming accounting and bookkeeping. Many members are more or less at sea on this subject, especially now that they have to give so much attention to income tax reports, and will be glad to know of more approved methods. The standardization of flower boxes, co-operation in delivery, and difference in cost between natural ice and ice making machines, are to be considered. The matter will be brought up also of having a week throughout the United States and Canada when all the florists shall combine to feature special "Say It with Flowers" window displays.

The matter of Sunday closing will be again taken up. Likewise the question of filling F. T. D. orders for less than $5.00. Many of the members will give their experience in local advertising, and the grading of flowers as it ought to be done will be taken up by two prominent florists who have been investigating this matter for some time.

**Quarantine Results** In the National Nurseryman, Mr. N. T. Nutt says that Quarantine 37 has precipitated a craze for propagating evergreens, and that nurserymen who never grew any evergreens before are now propagating them at the rate of from 100,000 to 200,000 and look upon them as war brides. He predicts that in five years salable sizes will be as plentiful as mosquitoes in Jersey.

We think that Mr. Nutt exagerates a little. At the same time it is true that evergreens are being propagated on a very extensive scale. As a result the nursery trade finds itself in a very different position as regards quarantine 37 from that which prevailed a few years ago. They have staked everything on the assumption that the quarantine will stand. Some of the nurserymen who formerly were loud in their condemnation of the quarantine are now trusting that it will last, because if it does not, they stand to lose a large amount of money. It seems to be a situation where the Federal Horticultural Board is winning out on an economic basis.

## KEEP FISHIN'

Hi Somers was the durnest cuss
  Fer catchin' fish—he sure was great!
He never used to make a fuss
  About the kind of pole, or bait,
Er weather, neither; he'd just say,
"I got to catch a mess today."
  An' toward the creek you'd see him slide,
  A-whistlin' soft and walkin' wide
I says one day to Hi, says I,
  "How do you always ketch 'em, Hi?"
  He gave his bait another switch in,
An' chucklin', says, "I just keep fishin'."

Hi took to readin' law at night
  An' pretty soon, the first he knowed,
He had a lawsuit, won his fight,
  An' was a lawyer, I'll be blowed!
He knowed more law than Squire McKnab!
An', though he had no gift of gab
  To brag about, somehow he made
  A sober sort of talk that played
The mischief with the other side.
One day, when some one asked if Hi'd
  Explain how he got in condishion,
  He laughed and said, "I just kept fishin'."

Well, Hi is Gov'nor Somers now;
  A big man round the state, you bet—
To me the same old Hi, somehow;
  The same old champion fisher yet,
It wasn't so much the fishin' pole,
It wasn't so much the fishin' hole,
  That won for Hi his big success;
  'Twas just his fishin' on, I guess;
A cheerful stiddy, hopeful kind
Of keepin' at it—don't you mind?
  And that is why I can't help wishin'
  That more of us would just keep fishin'.

—Ray Clarke Rose.

# "Montgomery's Friscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
ALBERT H. AMLING CO., Maywood, Ill.
DUCKHAM-PIERSON CO., Madison, N. J.
ROWAYTON GREENHOUSES, Rowayton, Conn.
MILLER FLORAL CO., Farmington, Utah
WELLWORTH FARM GREENHOUSES, Downers Grove, Ill.
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ROBT. SIMPSON, Clifton, N. J.
CHAS. H. TOTTY CO., Madison, N. J.
NOE-RUZICKA CO., Madison, N. J.
WM. H. ELLIOTT CO., Madbury, N. H.
ANTHONY RUZICKA, Madison, N. J.
W. J. PILCHER, Kirkwood, Mo.
JOS. HEACOCK CO., Roeloffs, Pa.
WENDLAND & KEIMEL, Elmhurst, Ill.
JOY FLORAL CO., Nashville, Tenn.
ROBERTS ROSE CO., Denver, Colo.
GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. CODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## FLORISTS OF EUROPE

(Continued from Page 169)

I had already bought two dozen knives in England, but when I got to Germany I bought fifty more. The custom house inspector was curious to know what I was going to do with so many knives, but I made a satisfactory explanation when I told him that all the men in my greenhouses had asked me for them and there wouldn't be more than two or three apiece when they were distributed."

Although Mr. Dolansky had a very pleasant trip, he was glad to get back to America once more and into the company of his beloved orchids.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**
226 DEVONSHIRE STREET
BOSTON, MASS.


## George Watson's Corner

"You in your small corner and me in mine."

Sept. 30th Robert Craig had not yet started on his trip to Porto Rico. Laid up in bed with bronchitis or asthma or something. Hope he will be all right again soon. Charles Sim is thinking of making a sojourn down that warm and sunny winter pathway about the same time. Maybe the two young old boys can make it in company. They expect to sail Oct. 8th.

A. B. Cartledge is home again after his victorious cruise on the "Diana" which crowned him with glory! She is some boat, and Bert has a right to be proud of her! Some day we hope to show you a good picture of her; but, so far, nothing doing. As for her owner, he says he hasn't had his "picter took" in twenty years, and don't intend to start now! What do you know about that? Is he some awful bandit afraid to show himself to the outside world? Looks suspicious. He is really a good looking fellow. I have a good picture of his father, Thomas, and Bert is very like him in many ways. So why he should think he is a disgrace to the family is more than I can understand.

What does a florist know about glass, anyway? Single U on single thick may mean all right. But single U on machine made means something else. The point is: they can hand him most anything on single thick—as far as brands and terms are concerned. But on double thick. Ah! on double thick! There's where the slick artists have to bid on the real thing. No camouflage there. Be on your guard, boys, on the single thick. They will hand you a lot of high toned words you don't understand, and get you if you don't watch out. But not on double thick. There's no danger in the double thick. Their quotations there are on the level, and you can depend upon them. I got this from long hours of listening (under the table) where the glass manufacturers had no suspicion of me, and I hand it along to my friends. What does a florist know about glass anyway? Better stick to double thick!

The changes around Hatfield since my last call there some ten years ago seem to have been quite extensive. In the old days there was only the George Samptman place. Now there is H. A. Aafjes (Samptman's successor); Ellwood Siter (late Didden & Siter); F. Maeller and George Didden; four of them—all within a stone's throw. Mr. Didden sold out to Mr. Siter, and is just commencing to build nearby. Mr. Aafjes will build an extensive addition next spring. So that Hatfield seems to be developing into quite a floricultural center.

Not much doing in 'mums the last two weeks of September this year.


**Garden Seed**

BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

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**Gladioli and Dahlias**

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POT-GROWN STOCK 2¼-INCH

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| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
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Fern Runners $15 and $30 per thousand.

Plant runners now for your Easter trade and save express.

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*Fern Specialist*

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**CHARLES H. TOTTY**

**Chrysanthemums**

MADISON - NEW JERSEY

**POT GROWN VINES**

HALL'S HONEYSUCKLE, 6-in. pots 3 ft. bushy staked plants, $40 per 100.
AMPELOPSIS Veitchii, in 4-in. pots, 3-yr.-old, staked, at $35.00 per 100.
AMPELOPSIS Quinquefolia, 5½-in. pots, at $35.00 per 100.

A. L. MILLER, Jamaica, N. Y.

Evidently the 'mum boys feel they'd better wait a little until the dahlia hooray has subsided a bit. Later on—the first and second week of October, they can get better prices. Seems a sound business idea; and yet, we see 'mums in the retailers' places—Battle's and Pennock's and Habermehl's, etc.; but probably these boys are willing to pay a little extra, just for the ad. That, however, does not cut any figure in the big outside wholesale market. It is only a little side issue, hardly worth mentioning. While the swashbuckler dahlia rages around, dainty Miss Chrysanthemum stays modestly in the background. She will have her innings all in good time.

The Growers' Cut Flower Co. is the latest in the Philadelphia wholesale market. William C. Lynch is the manager, and he is backed by some good growers, among them Leonard and Doemling. They have located right in the wholesale center, on Mole street, near Meehan, Baker, Heacock, and Gannon—so that will make the spot all the brighter for the buyer. Nearby is the Bernheimer place, and in a swing of the arm, as it were, we have the Pennock Market, and Reid's and Deutzcher's—then Berger's and Anegele's and Campbell's. You certainly can get a lot for your money—within a stone's throw of Broad Street Station.

The aster crop has been troubled with blight in some directions but to judge from the wholesale flower markets in Philadelphia you would wonder what they were talking about. Most of the time the supply of cut flowers from day to day was far ahead of the demand, and many went unsold. So the blight—but what's the use of talking. Those boys who got the blight will still think their stuff would have beat the other fellow to it, and netted them a handsome profit.

The Ross Flower Store had a grand opening on October 1st. This was the fourth link in their great chain; and the celebration was worthy of the occasion. Celebrities from far and near came to see Frank, and his fine staff of enthusiastic helpers. That two dollar fern for sixty cents was a winner, of course, but the personality behind it all was the great thing. Broad and Girard avenue is a corner for a live florist. Frank Ross is a far seeing man. We wish also to add a word of commendation to the builder, Raymond Raff. He has done a fine job. Both outside and inside. The whole enterprise is a credit to the neighborhood, and to the aspiring spirit which is always on the outlook to conquer new worlds. And that means Frank Ross. Our hats off to him!

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FRENCH BULBS, Paper Whites, Soleil d'Or (true). Case lots.

SPANISH IRIS ¾-in. up, Empress of the West.

CALLA BULBS, Elliottiana.

VALLEY PIPS, German and Dutch, from cold storage.

BAMBOO CANES, Natural and dyed green, all sizes, bale lots.

RAFFIA, Natural and colored, 25 lbs. up.

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MANETTI STOCKS, English or French. Selected for greenhouse grafting. 5000 up.

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BEGONIA and GLOXINIA BULBS, all colors, all sizes.

CHINESE SACRED LILIES, "Selects."

PALM SEEDS, Kentia Forsteriana and Belmoreana, Cocos Weddeliana, Areca Lutescens, per bushel or 1000.

FICUS ELASTICA, rooted mossed cuttings or pot-grown.
Write for prices on business stationery, specifically stating your requirements.

**McHUTCHISON & CO.**

95 CHAMBERS STREET
NEW YORK CITY

The last we heard of Samuel S. Pennock was from Essen, September 15th. He was still on his Friendly Service Commission and very busy. To relieve the monotony, his good lady, Mrs. Pennock, had paid him a visit and this was appreciated. She will stay near him most of the remaining time, and take the same steamer home, which will probably be about mid-October.

Brother Liggitt started on a Western trip October 3rd. Would not say

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anything about how far west. Pittsburgh is slightly west; Chicago is another sleep; and then there's Ioway, and Nebrasky, and Colorado, and Salt Lake; but we fancy our enterprising pioneer will stop before he gets among the Mormons. He's a married man and has to be careful! The Pacific has its charms, of course, and San Francisco is a charming outlook for Hawaii, and Oahu, and Japan; but too far west is East—and the International parallelogram—which the Dreer boys talk about (Thilow and Parsons) will doubtless stop him in his headlong march—somewhere! Let us hope for the best. We need all our live wires right here at home in Old Philly.

**GLASS CLOTH**
A transparent waterproof fabric as effecient as glass for hotbeds, coldframes, etc. Per sq. yd., 25c., 25 yds. at 23c., 50 yds. at 21c., 100 yds. at 20c. Let us figure on your larger orders. For parcel post add 3c per yd. to above prices.
Try it out now and be convinced
TURNER BROS., Bladen, Neb.

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We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.
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Antirrhinum, Cineraria, Cyclamen, Primula, Sweet Peas, Freesia Bulbs, Purity and colored varieties, Iris Tingitana and Fillifolia, Dutch and Spanish Iris in named varieties, Gladioli Colvillei type in named varieties, Perennial Seeds for Summer Sowing.
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Early Winter Flowering Orchid Sweet Peas. Fresh seeds ready now. Ask for full flower seed list.
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Webster, Southbridge, Lee, Brookfields, Rutland, Mariboro, Southboro and Adjacent Territory


### WATCH YOUR CREDITS.

It is very essential that retail florists pay particular attention to credit sales at the present time. Here and there failures are being reported which can be accounted for in large measure through the failure of florists to escape bad debts. When a man is hard put to it for funds he is pretty likely to leave his florist bills until last, if he is not frequently jacked up. No florist can keep his own credit good if he has a lot of bad bills on his books. It is better to lose an occasional customer than to pile up a lot of accounts, many of which are likely to run for years, if they are ever paid.

### NEWS NOTES

The greenhouse and flower business of Dobbs & Sons, at Auburn, N. Y., has been purchased by Earl S. Shaw and Winfield H. Boehler, two Cornell graduates, who will continue the business under the name of Shaw & Boehler. Mr. Shaw was formerly superintendent of the estate of George W. Perkins, in New York, while Mr. Boehler was assistant superintendent. They plan to take up landscape gardening in addition to their other work.


The J. M. Gasser Company
Cleveland
Euclid Avenue

CLEVELAND
A. GRAHAM & SON
5523 Euclid Ave.
Will take good care of your orders
Members of F. T. D. Association

The Knoble Brothers Co.
Flowers and Nursery Products
Member Florists' Telegraph Delivery.
We are well equipped to handle your orders.
1836 W. 25th Street
CLEVELAND, O.

The Park Floral Co.
B. E. GILLIS, President.
E. P. NEIMAN, Secretary.
Member Florists' Telegraph Delivery.
Denver Colorado

JOHN BREITMEYER'S SONS
Cor. Broadway and Gratiot Aves.
DETROIT, MICH.
Artistic Designs . . .
High Grade Cut Blooms
We cover all Michigan points and good sections of Ohio, Indiana and Canada. Member Florists' Telegraph Delivery Association

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DAY & NIGHT SERVICE
Kerr The Florist
18 RAILROADS
ETD. SPECIALISTS
HOUSTON, TEXAS.

Baum's Home of Flowers
KNOXVILLE, TENNESSEE
Personal attention given orders for Knoxville and East Tennessee
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New York City
BUNYARD
Madison Ave. at 48th St.
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DAVID CLARKE'S SONS
Deliver orders from any part of the country to
New York City
Write or Telegraph
2139-2141 Broadway,
New York
Telephone 1552-1553 Columbus

NEW YORK, N. Y.
Kottmiller
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Branches:
Ritz-Carlton Hotel — Vanderbilt Hotel
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NEW YORK, N. Y.
Malandre Brothers
2077 Broadway; near 72nd St.
'Phone, Columbus 6883
The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality. Orders from other cities receive our personal attention.
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NEW YORK CITY 1062 Madison Ave. Member F. T. D.
ADOLPH MEYER
We cover Long Island, Jersey and Connecticut
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NEW YORK'S FAVORITE FLOWER SHOP
G. E. M. Stumpp
5th AVENUE and 58th STREET
Member F. T. D. Assn.



DARDS
341 Madison Ave.
Opp Hotel Biltmore
New York
Fifty Years
Exacting
Fulfillment

## CHICAGO HAS A MORTGAGE ON IT

A writer in one of the Boston newspapers relates an amusing anecdote of a visit to one of the public gardens in Chicago. Finding a flower the identity of which was not quite clear, he said to a nearby caretaker, "Does this plant belong to the orchid family?" "Nawsir," was the prompt reply, "everything in here belongs to the City of Chicago."

Stewart Sharp has remodeled the old Corbett Greenhouses at Mt. Sterling, Ct., and has rented them to Mrs. E. L. Brockway. These greenhouses are now among the most modern in the state.

S. A. Anderson
440 Main St., Buffalo, N. Y.
ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.
Member Florists' Telegraph Delivery.

The Far-Famed Flowers of
TORONTO
Delivered on mail or telegraph order for any occasion, in any part of the Dominion
JOHN H. DUNLOP
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Transfer Your Orders to
SAMUEL MURRAY
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PHILADELPHIA
CHAS. H. GRAKELOW F. T. D.
Everything in Flowers
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FLOWERS The Best at The Lowest
The Largest Popular Price House in Philadelphia
F. M. ROSS
Send orders to
136 So. 52nd St., Philadelphia.
Other Stores
13 So. 60th St. 212 E. Girard Ave.
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Member Florists' Telegraph Delivery
Orders from all except members of the F. T. D. must be accompanied by remittance.

ST. LOUIS, MO.
FRED C. WEBER
4326-28 Olive St.
Member Florists' Telegraph Delivery Assn.
NOTICE INITIALS. We have one store only.

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GUDE BROS CO
1234 F ST N W WASHINGTON DC
GUDE BROS. CO.
Washington, D. C.
Member Florists' Telegraph Delivery

Our assortment of high-grade Florists' Supplies and Novelties is wonderful.

You can depend on us for the best that Europe and America can produce.

**H. BAYERSDORFER & CO.**

**THE Florists' Supply House of AMERICA**

1129-33 Arch Street PHILADELPHIA

Our Novelties will increase our reputation as leaders in new ideas.

Announcements of special interest will be made from time to time.

**Wired Toothpicks**

Manufactured by

**W. J. COWEE**

**Berlin, N. Y.**

10,000....$2.50 50,000....$11.00

Sample Free

Also manufacturer of 4 and 6 Inch Green Match Sticks, Wired and Unwired.

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Orders and Consignments Solicited

**PHILADELPHIA**

**EDWARD REID**

**WHOLESALE FLORIST**

1619-21 Ranstead St., Philadelphia, Pa.

CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES and all Seasonable Varieties of Cut Flowers

**Cattleyas**

are more plentiful, and we can furnish you

LOBIATA, fine large flowers, 25 or more, $1.00 each.

DENDROBIUM PHAELONOPSIS, Spray Orchids, 20c each.

CYPRIPEDIUM, Fancy varieties, 50c each.

Please order them a day in advance.

**The Leo Niessen Co.**

PHILADELPHIA, PA.

## S. A. F. & O. H. Department

### FIFTH NATIONAL FLOWER SHOW

The work of preparation for the Fifth National Flower Show is being vigorously pushed. The cut flower schedule has been prepared, and the premiums covering the rose section published. The premiums in the carnation section will be made known this week

Space in the trade section is being taken up satisfactorily. Among those who have recently made reservations are L. C. Stroh & Sons, Batavia, N. Y.; Joseph G. Neidinger Co., Philadelphia, Pa.; The Florists' Exchange, N. Y.; Henry A Dreer Inc., Riverton, N. J.; Carl Hagenburger, West Mentor, O., and B Hammond Tracy, Wenham, Mass

The official guide to the show is now under way, and there has been a nice response to the requests for trade patronage in the advertising section The publication will be fully up to the standard of its predecessors, replete with information of value to lovers of flowers and plants

JOHN YOUNG, Secretary.

The Leavenworth, Kans., Floral Co., which has long been engaged in the wholesale florist business, has now opened a retail store at 506 Delaware street.

**MICHIGAN CUT FLOWER EXCHANGE, Inc.**

WHOLESALE COMMISSION FLORISTS

Consignments Solicited

Hardy Fancy Fern Our Specialty

264 Randolph St., Detroit, Mich.

**We Want More Shippers**

We have a numerous clientage of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.

Address Your Shipments to UNITED CUT FLOWER CO., INC. 111 W. 28th St., New York D. J. Pappas, Pres.




The John C. Meyer Thread Co. were the first to introduce the Meyer green Florists' threads that would not fade or change color for Florists' use. Ask any of the wholesale Florists or growers about the Meyer green Florists' thread and they will tell you it is the best.. It will go twice as far as ordinary thread and the Florist can do better work with it. Write for prices and samples and we will see that you get the best thread in the world.

**E. G. HILL CO.**

Wholesale Florists

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Please mention HORTICULTURE when writing

**REED & KELLER**

122 West 25th St., New York

**Florists' Supplies**

We manufacture all our

**Metal Designs, Baskets, Wire Work & Novelties**

and are dealers in

Decorative Glassware, Growers' and Florists' Requisites

**THE KERVAN CO.**

Fresh Cut Decorative Evergreens

Highest Standard of Quality. Largest Stock in America. Write for Illustrated Catalog of Greens and Florists' Supplies.

**119 W. 28th St., NEW YORK**

**HENTZ & NASH, Inc.**

Wholsale Commission Florists

55 and 57 West 26th Street

Telephone No. 755 Farragut **NEW YORK**

# CLASSIFIED DIRECTORY

**Advertisements in this Department, Ten Cents a Line, Net**

VERY FULL, CLEAN FERNS—Boston, Whitmanii, Piersonii, Elegantissima, Superbissima, etc., all pot-bound and ready for shift. We are the largest and oldest Fern growers in the South. If you can use a large quantity give us a small order and we will convince you that you can save money. 4, 6, 8 and 10 inch, 15c, 50c, $1.00, $1.50 each.
B. M. Wichers & Son, Gretna, La.

HEAD GARDENER and greenhouse man wants position on private estate. Roses a specialty. Swedish, age 33, married. References.
Werner D. Oberg, R. 1, Middletown, Conn.

FIELD GROWN CARNATIONS—1500 Miss Theo and 200 Matchless, $10 per 100, $90 per 1000.
Morris L. Burr, Westport, Conn.

HARDY PERENNIAL FLOWER PLANTS. Delphinium, Hollyhock, Achillea, Anchusa, Anthemis, Bellis Daisy, Aquilegia, Bocconia, Canterbury Bells, Centaurea, Coreopsis, Gaillardia, Gypsophila, Hibiscus, Lupinus, Myosotis, Poppy, Rudbeckia, Shasta Daisy, Sweet William, Strong field grown plants. $1.00 a dozen, $5.00 a hundred.
Harry S. Squires, Good Ground, N. Y.

HOLLHOCKS—Chater's Double, White, Scarlet, Yellow, Maroon, Crimson, Pink and Mixed. Strong field grown plants, $1.00 a dozen, $5.00 a hundred.
Harry S. Squires, Good Ground, N. Y.

HIBISCUS—Grant Mallow Marvels, mixed, strong field grown plants, $1.00 a dozen, $5.00 a hundred.
Harry S. Squires, Good Ground, N. Y.

ANCHUSA—Italica Dropmore, strong field grown plants, $1.00 a dozen, $5.00 a hundred.
Harry S. Squires, Good Ground, N. Y.

FERNS—Pot Grown, fine plants. Boston, Teddy Jr., Scotti, Whitmanii, etc. Assorted $25.00 per 100, any quantity. Alonzo J. Bryan, Wholesale Florist, Washington, New Jersey.

VINCAS

100,000 EXTRA LARGE FIELD GROWN VINCA VARIEGATA—$10 per 100, $95 per 1000. Try them. Alonzo J. Bryan, Washington, New Jersey.

SNAPDRAGONS — From 2¼-in. pots. Silver, Pink, Nelrose, Keystone, Philips white and yellow, $5 per 100, $45 per 1000. Liberal extras, try them. Alonzo J. Bryan, Wholesale Florist, Washington, New Jersey.

GREENHOUSE NOZZLE

The new Manaway greenhouse nozzle is a decided advance over any greenhouse nozzle heretofore made. By its peculiar construction the side spray is thrown out which applies the water evenly from the pipe outward. Our long-throw nozzles cover a space up to 18 feet from the pipe. We can supply nozzles that will cover any space desired. If you will advise us under what pressure your system operates and the width of space you desire to cover, we will mail without charge a sample nozzle. C. W. SKINNER, Newfield, N. J.

END NOZZLE

Every one who is using the Manaway System without the end nozzles can now fit their lines with our new 3-outlet end nozzles which take the place of not only the regular nozzle but also furnish 2 streams, one 4 and the other 8 foot out of true. One of these nozzles placed at the beginning or end of the line has the effect of lengthening the line 8 feet at each end. These nozzles can also be used in other systems which use a large nozzle. The price is 15c each, postpaid. C. W. SKINNER, Newfield, N. J.

BULBS

C. KEUR & SONS, HILLEGOM, Holland. Bulbs of all descriptions. Write for prices.
NEW YORK BRANCH, 82-84 Broad St.

CANNAS

For the best Up-to-Date Cannas, get new price list. THE CONARD & JONES CO., West Grove, Pa.

CARNATION STAPLES

Split carnations quickly, easily and cheaply mended. Pillsbury's Carnation Staple, 1000 for 35c; 3000 for $1.00, postpaid. I. L. PILLSBURY, Galesburg, Ill.

CHRYSANTHEMUMS
THE BEST

In Novelties and Standard Kinds.
Catalogue on Application.
ELMER D. SMITH & CO.
Adrian, Mich

DAHLIAS

Fragrant Peony Dahlia Mrs. Frederick Grinnell. $10.00 per clump. No more orders taken until Fall, 1922.
John P. Rooney, New Bedford, Mass.

TOBACCO STEMS, $2.50 per 100 lbs. Tobacco Dust, $4.00 per 100 lbs. Nico-Fume Liquid, 8 lbs. for $14.50; 4 lbs. for $7.50; 1 lb. for $2.25; ¼ lb. for $0.80. Nico-Fume Paper, 288 sheets for $9.50; 144 sheets for $5.00; 24 sheets for $1.40. Full line of Florists' Supplies.
H. Cutler Ryerson, 108 3d Ave., Newark, N. J.

VENDEL & VAN GINHOVEN

116 Broad St., Room 40, New York, N. Y.
Your address for Holland-grown Hyacinths, Tulips, Narcissi, Crocus, Lilliums, Lily of the Valley, etc. Please write for catalogue.

GRAPEVINES for pot or greenhouse culture. Blackhamberg out of 4-in. pots, ready for 6-in. at $9.00 per dozen.
A. L. Miller, Florist and Nurseryman, Jamaica, N. Y.

LABELS

Wood labels for nurserymen and florists. THE BENJAMIN CHASE CO., Derry Village, N. H.

SMILAX—Strong 2¼-in. $3.00 per 100. Cash. H. C. BLANEY, 153 Humphrey Street, Swampscott, Mass.

WRITE for our new wholesale list of Peonies.
FRANKLIN NURSERY
Richfield Station, Minneapolis, Minn.

WE OFFER to the trade Berberis seedlings for lining out. Rose stock, Apple, 1-yr. Asparagus, 1-yr. Grape, 1- and 2-yr. Peaches. Few Pears, other stock. Ask for prices
Rockfall Nursery Co., Rockfall, Conn.

CHRISTMAS CHERRIES — Strong, well-fruited plants, in 5-, 5½- and 6-inch pots, 35 to 50 cents. Packing free.
A. Leuthy Co., Roslindale, 31, Mass.

PANSY PLANTS—Steele's Greenhouse Special and Private Stock, also Vaughan's International mixed, strong, large, stocky plants, none better. These plants and strains will please you, $4.00 per 1000, 3000 for $11.25, 5000 for $17.50. Cash. Ready for immediate delivery.
Brill Celery Gardens, Kalamazoo, Mich.

FERNS—All prices are per 100. 400 Roosevelt, 3-in., $8. 350 Scottii, 3-in., $8; 120 4-in., $12. 100 Scholzelii, 3-in., $8; 200 4-in., $12. 200 Teddy, Jr., 3-in., $8; 330 4-in., $12. 100 Whitmanii, 2½-in., $6; 325 3-in., $8. 250 Boston, 2½-in., $6; 150 3-in., $8; 160 4-in., $12. 200 Elegantissima, 2½-in., $6; 100 3-in., $8.
Conard & Jones Co., West Grove, Pa.

STEVIA AND GENISTAS

Extra fine Stevia 3-in. pots, $8.00 per 100; Cash.
Extra fine Genistas, 3-in. pots, $15.00 per 100; Cash.
H. C. Blaney, 153 Humphrey St., Swampscott, Mass.


Aphine

The Insecticide that kills plant lice of many species

THE RECOGNIZED STANDARD INSECTICIDE

A spray remedy for green, black, white fly, thrips and soft scale.

FUNGINE

For mildew, rust and other blights affecting flowers, fruits and vegetables.

VERMINE

For eel worms, angle worms and other worms working in the soil.

Quarts, $1.00; Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co.

MADISON, N. J.

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

Write for samples and price.

HENRY A. DREER, 714 Chestnut Street, Philadelphia.







Superior quality, effectively sterilized, always dependable. The florists' standard for over fifteen years.

Insist on Wizard Brand through your supply house or write us direct today.

The Pulverized Manure Co.

31 UNION STOCK YARDS

Chicago, Ill.

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CAMBRIDGE NEW YORK



World's Oldest and Largest Manufacturers of

FLOWER POTS

**A. H. HEWS & CO., Inc.**

Cambridge, Mass.



**QUALITY RED POTS**

Made of best material by skilled labor, uniformly burned and carefully packed. Famous "Moss-Aztec" Ware includes Azalea Pots, Fern Dishes, Hanging Baskets, Lawn Vases, etc. Write for catalogue and price list.

ZANE POTTERY CO.
So. Zanesville, Ohio

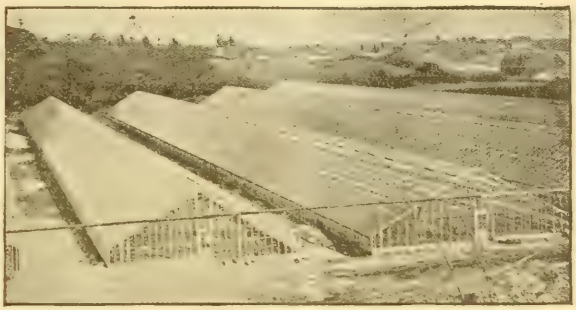


**HEATING**

KROESCHELL Boilers are making the most wonderful greenhouse heating record in the world. Florists who have used other makes are constantly giving the KROESCHELL the highest praise. 13,468,320 sq. ft. of glass was equipped with KROESCHELL Boilers during the past five years.

Kroeschell Bros. Co.
466 W. Erie St.,
CHICAGO

**Stearns Cypress Greenhouses**



PECKY CYPRESS FOR BENCHES, CYPRESS TANKS
CYPRESS HOTBED SASH, GLAZED AND UNGLAZED
AGENTS FOR EVANS' VENTILATING MACHINES

Best Stock Prompt Deliveries Right Prices

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**THE A. T. STEARNS LUMBER CO.**

NEPONSET-BOSTON, MASS.

**JIM JIM JIM**

In all the world there aint nothing like my Jim's Electric Glazing Putty. Jim made in a beautiful gray color.

Made by
THE QUALITY BRANDS CO.
Cleveland, Ohio

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HORTICULTURE

**MASTICA**



For Greenhouse GLAZING
Use It Now

F. O. Pierce Co.
12 W. BROADWAY
NEW YORK

Mastica is elastic and tenacious, admits of expansion and contraction. Putty becomes hard and brittle. Broken glass more easily removed without breaking of other glass than occur with hard putty. Last longer than putty. Easy to apply.

**DREER'S "Riverton Special" Plant Tubs**

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.



| No. | Diam. | Ea. | Doz. | 100 |
|---|---|---|---|---|
| 10 | 20 in. | $4.95 | $54.45 | $412.50 |
| 20 | 18 in. | 3.65 | 39.60 | 332.50 |
| 30 | 16 in. | 2.60 | 28.60 | 250.00 |
| 0 | 14 in. | 2.10 | 23.65 | 187.00 |
| 0 | 12 in. | 1.45 | 16.50 | 126.50 |
| 0 | 10 in. | 1.00 | 10.20 | 85.25 |
| 0 | 8 in. | .85 | 8.80 | 67.10 |

**HENRY A. DREER**

SEEDS, PLANTS, BULBS AND SUPPLIES

714-716 Chestnut Street, Philadelphia, Pa.

SKINNER SYSTEM OF IRRIGATION.

**Costs You Nothing**

although you have to pay for it. It costs you nothing, because

**It Pays For Itself**

Send for facts and figures.

The Skinner Irrigation Co.
100 CANAL ST. TROY, OHIO



When you combine attractiveness with practicalness, as is done in our Semi-Curvilinear House, you come pretty close to getting a 100 per cent greenhouse.

# Some More "Just So's"

Isn't it so that most 18 by 50 ft. houses look about the same, when you FIRST look?

Then, when you look again, things about it begin to look up, that you had never looked for.

Take the question of height of sides.

From the outside, there is not so much difference in appearance.

But, from the inside, you at once see that our eave curve is decidedly different

Different both in height and sweep of the curve

One means: a lot more head room on those side benches

The other means an impression of a much larger house, with its attendant feeling of airiness

All of which is because we went about the design of our house just the other way about from other greenhouse concerns

Instead of taking the old curved eave house, without any side ventilation, and simply adding a gutter at the bottom of the curve and attaching a sash to it, we went back to the splendid, graceful lines of the curvilinear house.

It always had a gutter and side sash.

So, what we did, was simply straighten out the curve in the main part of the roof and modify it somewhat at the eave

All of which gave you our attractive Semi-Curvilinear house

So you see, with greenhouses, as with everything else, what you start with has a lot to do with what you end with

All of which you at once admit is "just so."

Furthermore, you know we go anywhere for business.

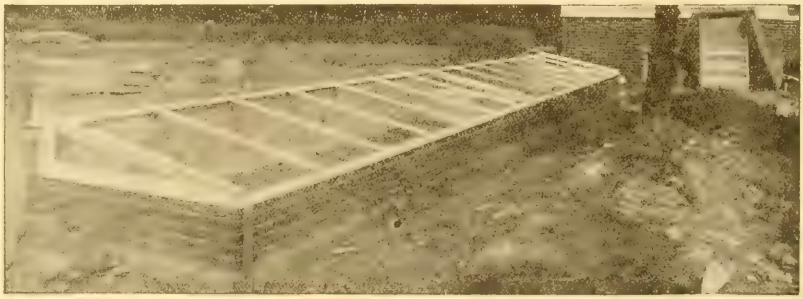
Or to talk business.

## Hitchings and Company

**General Offices and Factory: Elizabeth, N. J.**

**NEW YORK**
**101 Park Ave.**

**BOSTON 9**
**294 Washington St.**



And when you buy our top notch frame layout, you get masonry sides, cast iron sills and T Bar rafters.

No need to tell you how much those rafters reduce shade.

Or how they don't swell, causing sash to stick. Or how they outlast the old-timey wood rafter.

# HORTICULTURE

Volume XXXIV OCTOBER 25, 1921 Number 8



W. H. Wyman, Prop.
1894-1921

**IF WE ARE ANYTHING WE ARE RELIABLE**

When in need of reliable nursery stock that is well grown, well dug and well packed, send to the

**Bay State Nurseries**
**NORTH ABINGTON, MASS.**
Tel. Rockland 261



**CHRYSANTHEMUMS**

Whites, Pinks, Yellows. Some very fine stock now arriving. The larger flowering sorts. Also some nice Pompons.

CARNATIONS

Carnations are now a strong factor, and we can take good care of your orders.

ROSES (all the leaders), ORCHIDS, GARDENIAS, DAHLIAS, VALLEY, SWEET PEAS, COSMOS, and other seasonable stock in ample supply. Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies. Send for Price List. Business Hours: 7 a. m. to 5 p. m.

S. S. PENNOCK COMPANY
The Wholesale Florists of Philadelphia
NEW YORK PHILADELPHIA BALTIMORE
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

# FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time.

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

NEPHROLEPIS ELEGANTISSIMA. Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS MUSCOSA. Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

NEPHROLEPIS HARRISII. 10-in., $5.00 to $7.50 each.

NEPHROLEPIS DWARF BOSTON. 3½-in. pots, $25.00 per 100; 6-in., 75c each.

## ROSES

HADLEY, F. W. DUNLOP, and HOOSIER BEAUTY, own root, nice plants, 3½-inch, $30.00 per 100.

DOUBLE WHITE KILLARNEY, WHITE OPHELIA, OPHELIA and SILVIA, grafted, nice plants, 3½-inch, $40.00 per 100.

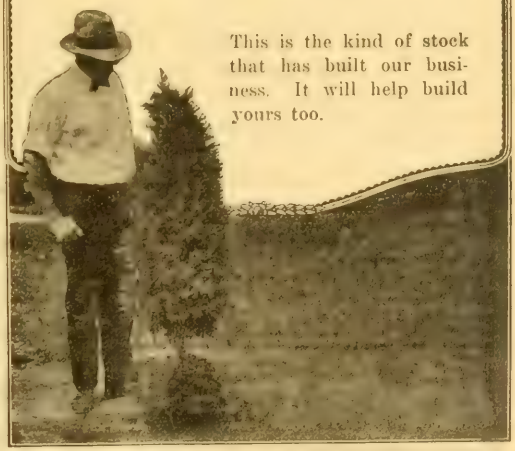
ENGLISH IVY, nice plants, 4-in. pots, bushy, $25.00 per 100

POINSETTIAS, nice plants, 2¼-in. pots, $12.00 per 100.

Packing added extra at cost.

F. R. PIERSON, Tarrytown, N.Y.

WYMAN'S
Framingham Nurseries
FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# IT IS NOT TOO LATE

To PLANT SOME of those CHOICE EVERGREENS, SHADE TREES and ORNAMENTAL SHRUBS GROWN AT CHERRY HILL. VISIT US and be convinced that we are growing QUALITY STOCK.

## CHERRY HILL NURSERIES

WEST NEWBURY, MASS.

NOT OPEN SUNDAYS CATALOG


### A WORD FOR OUR WILD FLOWERS

Will you permit me to present, through your columns, a flower-lover's thanks to Mrs. Case for her kind words in favor of our native plants, and to add a few words of my own to her plea for more recognition of their fine qualities as garden plants—there are in our woods so many varieties that are decorative as plants as well as the large group that bear beautiful blossoms. You rarely see any of these in the smaller gardens, even in those where an effort has been made for rustic effect.

And there are so many that repay generously the most trifling attention. I once put in a garden a small group of New England asters and during the late summer they became the glory of the garden, and there are others—many of them—that repay generously for the gardener's care.

Many amateurs think that these wild plants are difficult to transplant and to get established, but that is not the case. Dig up a ball of earth around the roots and keep this earth moist until it is put in the new home, and after that give the plant plenty of water. This summer I transplanted a dozen asters while they were in bloom—an awful crime, you will say, but I was desperate—there would be no other opportunity to perform the operation. Well, despite the theories to the contrary, these plants lived and thrived and kept on blooming!

By the way I chanced on two asters that were new to me, during a ramble in mid-New Hampshire woods this summer. One bore a medium sized blossom of a rare and rich tint of blue lavender. I met but a few of the plants and all were of low size with a branching habit. They grew on the dry hillsides. Did I chance on something rare or were these beautiful blossoms a freak of a common plant?

The other beauty I make out to be A. Spectabilis and I agree with Mrs. Dana's verdict that it is "the loveliest of all the tribe." I differ with that authority on the nomenclature of its color for while she pronounces it a violet purple I call it pink lavender.

Again I think it is misleading to make it appear that the New England asters are found chiefly amid the swamps for the New Hampshire hillsides were ablaze with them as I rode through recently.

MONTAGUE CHAMBERLAIN.

Boston, Mass.

### NEW ENGLAND

Charles T. Stevens, the florist of Plymouth, Mass., attended the F. T. D. Convention at Toronto, making the trip by automobile. He reports a pleasant journey and a convention which was a hummer.

Harry Quint, the Boston florist, had his automobile stolen recently. To be sure, the man who took it claims that he only borrowed it, but the judge evidently didn't agree with him, for he gave him a sentence of one year in the house of correction.

Miss Ethel Lura Adams, of Springfield, Mass., was recently married to Elmer Matthew Kling, of the same city. Miss Adams is the daughter of Mr. Walter Adams, and has been employed by her father at the J. W. Adams Nursery, being well known to many members of the trade.


WE HAVE BEEN GROWING

## Pot Chrysanthemums

for 38 years (Good ones, too), but our plants this season are the best ever.

4000 PLANTS IN 6- TO 10-INCH POTS

**$1.00 to $5.00**

Buy them at our stall in the Co-operative Market

## W. H. Elliott & Sons Co.

260 DEVONSHIRE ST., BOSTON, MASS.



SELECTED FOR US BY OUR OWN MEN IN BERLIN

## GERMAN LILY OF THE VALLEY

*---Choicest Strains*

Coming soon via refrigerator

**International Bulb Co.**

185 Duane St. New York City

# -HORTICULTURE-

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## THE TALK OF THE TRADE

No other grower in New England can come anywhere near William Elliott, of Brighton, Mass., in the growing of pot chrysanthemums. Indeed, there are few men anywhere in the country who produce as many plants each season. For 28 years Mr. Elliott has specialized in pot mums, and never before, he says, has he got them exactly as he wanted them. This year they are pretty nearly perfect, as the result of very careful attention throughout the season.

Potted mums are not easy to grow successfully unless the grower is willing to actually live with them, watering them three or four times a day when the weather is hot. Mr. Elliott has one very long house at Brighton which is completely filled with pot chrysanthemums, which stand on temporary platforms placed over beds of asparagus sprengeri. There are 3,500 plants in this one house, or were before the selling campaign began. Now they are fast melting away, big lots going into the co-operative market in Boston every day.

Altogether, Mr. Elliott is putting out about 5,000 plants, large and small, this season, and has timed them so that they will last over many weeks, some being in full flower while others have not begun to show flower. He has, or did have, 700 plants of Mrs. Frank Ben. This is a variety which has also been developed, I believe, in quite a large way by Poehlmann in the west. He has "Caps" in large variety, and some magnificent plants of white Oconto, as well as the new yellow Parr. As usual there are plenty of roses at the Brighton establishment, although chrysanthemums hold the center of the stage just now.

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Strout's carnation, Maine Sunshine, has been winning honor abroad. It was shown by Mr. C. Engelmann, of Saffron Walden, at a meeting of the Royal Horticultural Society, held on September 20, and received an award of merit. Apparently the carnation aroused considerable enthusiasm among the British growers who saw it.

I recently had an opportunity to go through Mr. Strout's plant at Biddeford, and found Maine Sunshine abundant, as well as his other new varieties, the pink Rosalind and White Delight. Mr. Strout's new Lord & Burnham house, 300x60 feet, devoted wholly to carnations, is worth making a long trip to see. It's a fine house, and filled with fine stock. Mr. Strout also has several other good houses, including one which is given over to roses. He is also going in for cyclamen this year, having 4,000 plants which look very good. He has a seedling carnation called Snow White, which is remarkable for its fragrance. He is giving a trial to Crystal White, which he calls very fancy, although not as good as other kinds for the regular trade.

One carnation which is being given quite a prominent place in the Strout houses is the old Lady Northcliffe. I believe that Mr. Pembroke, of Beverly, once made a great feature of this carnation. Mr. Strout's stock is somewhat improved, apparently, being larger than it used to grow for Mr. Pembroke, and is thought very highly of as a businesslike flower. It is salmon pink in color, and a good keeper.

Mr. Strout has a fine bench of Donald, which he thinks highly of as a red carnation. He is also growing Aviator. He took his three pets, White Delight, Maine Sunshine and Rosalind, to the Toronto Show. He says that Mr. Niessen, of Philadelphia, is encouraging growers around Philadelphia to stock up with White Delight, so that he can have it for that market, considering it of special value as a commercial flower.

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For a long while commercial rose growers have striven for a better white rose than those now offered. It is true that the double white Killarney fills the bill very much better than the single white Killarney but even at that it leaves much to be desired. What has been most wanted is a free blooming white that can be sold at a medium price. Now comes Angelus, which seems to meet all of the requirements. A very large stock has been worked up, and is being disseminated by some of the biggest men in the country, including Fred Lemon, the originator, Totty, J. H. Hill and E. G. Hill. Much is heard about it wherever rose growers meet, and those who have seen it give a very favorable verdict.

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The new rose will be especially popular with the florists because of its long lasting qualities, which make it especially desirable for weddings and decorations. Its form is excellent and it has considerable fragrance. It has a creamy tinted center, which adds to its beauty. These are things which will appeal to the retailer, while the exceeding freedom with which the plant blooms will recommend it to the grower. Growers who have studied this rose say that it promises to prove adaptable for garden cultivation as well as for forcing. Being an American seedling, it probably is in better shape to stand our extremes of heat and cold than are the imported and more delicate varieties.



New White Rose "Angelus"

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Old timers are familiar with the success which Mr. Skidelsky has had

in getting new varieties before the trade. It is very entertaining to read in his remarkable little book the experiences which have attended his efforts along this line. He has had his failures, of course, but when he takes hold of a new variety, whatever the species may be, one may feel certain that he thoroughly believes in it. The way in which he is pushing the new geranium Mrs. Buxton, being put out by George E. Buxton, of Nashua, and named for his wife, indicates that it is probably an unusually good flower.

I feel certain that he is right about this because the other day I had the pleasure of looking over a bench of the plants. They were blooming well, and made a very fine appeaarnce. It seems to me that this flower has about everything which a pink geranium should have. Anyhow, the trade has taken to it well. The parent plant still occupies a conspicuous position in one of the greenhouses and undoubtedly will be kept as long as there is any life in it. It is a huge plant, and may well be the father of a new race.

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Some years ago Mr. Buxton gave up the retail end of the business to go into the growing end, but so much retail trade has continued to come his way that he has concluded to meet it in a more open-handed manner than in the past. Accordingly he is enlarging the office at the front of his greenhouse and will make it a retail store. He is putting in a new ice box where he will display roses and other flowers which he buys. Of course the carnations, of which he grows a great many, will be cut fresh.

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Perhaps there is no line of work in which warmer friendships are made than in the florist business. I got to thinking about this after my talk with Mr. Buxton. On the mantel in his office was a picture of Mr. M. A. Patten, of Tewksbury, whose name has long been a very familiar one among carnation growers. Mr. Patten and Mr. Buxton have been the warmest of friends for years. The same sort of friendship exists between Mr. Buxton and Mr. Skidelsky, who has been visiting Nashua on his various trips for at least thirty years. Mr. Buxton believes that Mr. Skidelsky is a prince among men, and when he can say that after thirty years of business dealings, it is pretty good proof that his opinion is justified. The late William J. Stewart, founder of Horticulture, was another frequent visitor to the Buxton establishment, where he often met leading spirits in the trade.

Sam Goddard and Mr. Buxton are continually visiting back and forth, and every little while Mr. Goddard takes a run down to Biddeford to see his friend, Mr. Strout, one of the most prominent men among the carnation growers, even if he is a little off the beaten track. It would be possible to go on and name many other friendships of this kind. It is pleasant to dwell upon them. "They are among the things, as one goes through life, that make it worth while," as Mr. S. S. Pennock said in his recent letter printed in Horticulture regarding his friendship for the late John K. M. L. Farquhar.

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Talking with Mr. Powers, the other Nashua florist, I was interested to hear him say that there had been a tremendous demand for gladioli this season. He has bought most of his flowers from local growers, and has used Primulinus hybrids quite extensively. I was rather surprised to find so large a sale as he reported of outdoor flowers in a small city like Nashua.

"Isn't it true," I asked Mr. Powers, "that most of the people here have gardens of their own?"

"Yes," he said, "but few of them grow flowers enough to last through the season. As a matter of fact, home gardens seem to stimulate the florist business. After people have been accustomed to having flowers in the house, they are not willing to be without them. Accordingly they come and buy."

Two new people have started growing gladioli in an extensive way in the adjoining town of Hudson. One is Mrs. Sanford P. Hardy, and the other Mr. John R. Kimball. Mr. Kimball has covered a wide range of business this season, motoring not only to Nashua but also to Lawrence, Andover and other cities, selling his flowers to the florists and taking orders for bulbs. It seems quite possible that the growing of gladioli will be overdone, at least so far as the sale of flowers is concerned. The Boston market was swamped with them this season. In the smaller towns they have sold more readily, but it is certain that when they are used in great quantities and at low prices, they will interfere with the sale of what are more strictly florist's flowers. This is one of the new developments of the business which will have to be given consideration by florists within a few years.

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When I was in Mrs. MacManmon's florist shop in Lowell, a gentleman came in and ordered ferns enough to fill half a dozen window boxes. I find that use of ferns in this way is growing. It is one of the indications of the remarkable popularity of the fern just at present. Apparently there is to be a good sale of indoor window boxes filled with ferns, and florists will be wise to make them up and call them to the attention of their clientele.

I imagine that a printed card or a type-written letter written to a selected list of names, calling attention to the advantages of ferns for window boxes, would bring good results.

## The Younger Generation

There's an old saying, "Old men for counsel and young men for war," which has much in it of truth. It would be impossible in the florist business to do without the old timers who are familiar with every detail of the



WILLIAM F. GALGAY

industry, and can be depended upon to keep it on an even keel. At the same time the younger generation must not be neglected, for in due time the men now starting in business will be the old stagers.

After some valuable experience with Penn, of Boston, William F. Galgay opened a store in Cambridge, where he has built up a nice substantial business. Mr. Galgay deliberately chose the flower business for his life work. Being an athlete, he probably thought that business would give him plenty of exercise. Mr. Galgay is a well known baseball player and can take any position on the team. He has also gained local renown as a basketball player. He has many friends, both in and out of the trade.

# WHAT'S DOING IN BOSTON

## THE ROSARY'S NEW STORE

The Rosary, of which James J. Casey is the well known proprietor, will be located in its new and permanent quarters in the Kensington Building on Boylston street, just below Exeter, before the end of the week, as work on the new store is about completed. Most of the furnishings have already been removed from the temporary store further up the street. In its new location The Rosary will have one of the handsomest florist shops in Boston, with two entrances and a very large show window. The store is a commodious one, with a large balcony for the display of baskets, pottery and other accessories.

## THE FLOWER GROWERS' ASSOCIATION

The eastern section of the National Flower Growers' Association is planning for a busy winter. The first meeting of the season was held at Hotel Bellevue, October 8, with Thomas Roland presiding, the president, Samuel Goddard, being in attendance at the convention at Toronto. Many matters of interest to the trade were considered. It was a very businesslike session, and much emphasis was given to the necessity of co-operation among the members of the trade. Those present were outspoken in their condemnation of artificial flowers, the statement being made that Boston was using these flowers to a particularly large degree. It is the general impression that greater activity should be shown by the trade in and around Boston, especially in publicity work. Major P. F. O'Keefe was present and gave a talk on publicity work. The next meeting is to be held at the same place at 6.30 o'clock, Saturday evening, October 29.

## MARKET CHANGES

There has been a marked influx of new stall holders at the Boston Flower Exchange, some of them having come over from the Co-operative Market. The list includes the following: Eric R. Anderson, Natick, Mass., salesman, I. Mirsky; Quidnick Greenhouses, Quidnick, R. I., Wm. Hannon & Son and Thomas Powers, Dorchester, Mass., salesman, Bernard McGinty; Robert McGorum, Natick, Mass., Edward Nejlander, Anderson Bros. and Gus Berglund, Woburn, Mass., salesman, Robert Koppelman; Terrace Hall Conservatories, Burlington, Mass., salesman, Robert McKone; Chester B. Coburn, Dracut, Mass., Sharon Gladiolus Co., Sharon, Mass., Garrison Hill Greenhouses, Dover, N. H., Medfield Farm & Greenhouse Co., Medfield, Mass., Raymond J. Leach, Attleboro, Mass., salesman, William Hastings; Patten & Co., Tewksbury, Mass., salesman, George Noyes; Charles W. Freeman, North Beverly, Mass., salesman, M. Liebman; John Marshall, Providence, R. I., Victor B. Olson, Taunton, Mass., salesman, William Carr; Mrs. E. S. Rumney, Stoughton, Mass., Robert R. Walker, Mansfield, Mass., salesman, Mann Co.

## NEWS NOTES

The Massachusetts Horticultural Society has awarded the George Robert White medal of honor for the year 1921 to Mrs. Louisa Yeomans King, of Alma, Mich., in recognition of her service to horticulture in increasing the love of plants and gardens among the women of the United States, by her success as an organizer and manager of garden clubs, by her public addresses and books about gardens, and by the example of her enthusiasm and industry.

John S. Ames has been appointed treasurer of the Massachusetts Horticultural Society to succeed Walter Hunnewell, deceased.

Joseph Mahoney, for a number of years with Galvin, Inc., and well known in the trade, has become connected with the Allston Floral Co., of which Stephen G. Burke is proprietor. This store, which has an excellent location on Brighton avenue, has been having a big run lately on pottery of different kinds. An unusual demand for accessories of this kind is reported. Just now this store is featuring ferns.

## MR. PENN COINS A NEW WORD

Henry Penn is out with a new advertisement which is bound to cause talk. The eye is first caught by the picture of a pretty girl with an armful of "mums," and thus is led to the text matter, which reads:

**"Phonortel" Your Flowers!**

By the Penn "Phonortel" system of delivery you can insure getting flowers to the one who is to receive them at just the right time. The phone, if within a few hundred miles, and the telegraph, if at a greater distance. Correspondent florists in nearly every city in the world.

Mr. Penn says. "The word 'Phonortel' is a new one, and it seems to cover the ground well. This euphonious word will undoubtedly be taken up by those now using our original phrase, 'flowerphone.' I hope it will meet with the approval of florists, who are at liberty to use it as expressing the good will for further business from Penn."

## "A HOUSE WITH A HEART"

The trade is talking about a bit of enterprise on the part of the Henry Robinson Co. a few days ago—not the kind of enterprise which claims immediate financial returns, but the kind that helps to build up a big business. It seems that the Robinsons had an order for a floral piece to consist of roses and valleys, to be delivered in Falmouth, Mass., for a wedding to take place at 2.30. The piece was made up and given to a boy to put on an early morning train, but the boy, being new at the game, forgot the location of Falmouth, and took the piece to the North Station. By the time he learned his mistake the train from the South Station had gone. What was to be done then? The piece was to bring only $13.50, but the Robinsons determined it should be delivered at any cost. Accordingly they put John in a machine and told him to step on the gas. It is 152 miles to Falmouth, but the floral tribute reached the house where the wedding was to take place at a quarter of twelve, in ample time. John says the mother of the bride was so pleased that she kissed him. Henry Robinson, when asked about the matter, says, "Oh, well, you know this is a house with a heart, and of course we couldn't think of disappointing that woman."

## GARDENERS AND FLORISTS' CLUB

At the next meeting of the Gardeners and Florists' Club of Boston the evening of October 25, Robert Cameron, who has just been elected president of the National Association of Gardeners, will speak. Mr. Cameron succeeds W. N. Craig, who is secretary of the club. The next convention of the national association is to be held in Boston, and the club is expected to do much in the way of providing entertainment for the visitors.

# ADVERTISING AND SELLING

Battles, the florist of Philadelphia, has made such a conspicuous success of his business that the trade is always interested in learning of his methods. For that reason an article which appeared recently in the Retail Ledger, of Philadelphia, is of special importance. It has to do with a unique window decoration, and reads as follows:

### Tiny Display Window Builds Business for Phila. Flower Shop

"Battles, the florist, on Twelfth street below Chestnut, has a display window that measures approximately 3 by 2 feet.

"It is in reality a window within a window, though it serves the same purpose as though the florist had extra frontage.

"It wasn't incorporated into the facade by the architect or builder. There's nothing elaborate about it. It's the sort of thing that any store employe of taste and handy with tools could make. The materials required would be a few pieces of lumber, some burlap, a saw, hammer, tacks and nails.

"Battles' store is on the west side of the street. He has one big display window and one door, which is recessed in such a manner as to give the display window a side pane at an angle of about forty-five degrees to that which parallels the front. The door is to the north of the window.

"The relative positions of the door and the window are important, owing to the direction in which the crowd travels.

"Battles has a rather ornate and solid background for his main window display, the side walls being set inward; that is, coming closer together as they touch the back. It is in the triangular space formed by one of these side walls to the main display and the side pane of the big window that the miniature, adjustable window display is set.

"A framework, covered neatly with burlap and having a rectangular opening of the desired size just a trifle below the level of the eye of the person of average height is set flush against the glass. Back of this opening is placed a burlap-covered shelf, with side and back walls. The top of the miniature window, which could only be seen by a person stooping down, is left open, and just above it, but, of course, concealed from the pedestrian, is an ordinary electric bulb and reflector.

"A typical display is one or two small vases of rare flowers, with perhaps an exquisitely bound and illustrated little volume on horticulture opened at the page describing that particular variety, and a little card inviting one to step into the store and see the blooms on display there.

"But perhaps it is desired to show some flowers with very long stems and the opening in the little window is not high enough. The answer is simple. A new combination of burlap-covered frames is laid against the glass with an opening of the correct size to frame the desired display. These various sets, once made, may be kept for future use as occasion requires.

"By no means the least important advantage of the little window is that it permits the display, as a unit, of the average-sized purchase. A dozen roses will appear generous by themselves, but unless the greatest care is used in dressing a large window they will look miserly in the midst of hundreds of other blooms. Possibly this will induce a larger purchase from the customer with a fat purse, but it will often make the customer with but a moderately filled one give up the idea of buying altogether.

"To summarize there are eight points of outstanding advantage in the little window.

"First. The display can be changed easily and often.

"Second. The frame can be made to fit the display.

"Third. It attracts customers before they have passed the door.

"Fourth. It naturally leads them into the door.

"Fifth. It gives the store two windows in the space of one.

"Sixth. It displays the average-sized purchase.

"Seventh. It enables people to examine the flowers at a distance of a few inches.

"Eighth. Its novelty catches the eye where an ordinary window might not."

### STANDING WREATH

The standing wreath illustrated on the opposite page is a good example of a well-made piece at a moderate price. It is made up as follows: Base, 18 Columbia roses and about two dozen white asters; top, three dozen roses and about three dozen asters; one 50-cent bunch of plumosus and the same amount of gypsophila. A few gladioli were added, as they happened to be in season, but were not essential. This piece was made up by The Rosary, Boston, Mass.

**ATTENTION!**
**CARNATION MEN**

I want IMMEDIATELY a man experienced in growing and propagating carnations. Must be an A-1 grower, with references from last employer. Call or write.

W. D. HOWARD,
Milford, Mass.

**High Grade Peonies**

Consisting of such varieties as LeCygne, Soulange, Tourangelle, Rosa Bonheur, L. A. Duff, Jubilee, and many others.

Fifteen fine varieties, all named, for $5, or eight for $2.50.

With each $5 collection I will give one plant of John Richardson free.

*Send for Catalogue*

W. L. GUMM, Peony Specialist
REMINGTON, INDIANA

**PEONIES**

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander
Largest Dahlia Grower in the World
32 Central Street
East Bridgewater, Mass.



**Well Made Standing Wreath** (Photo by Ambuter.)

(See description on opposite page.)

# LA FRANCE

## *The Phenomenal Giant Everbearing Red Raspberry*

**Superior to any other Raspberry; produces large, juicy berries of finest aroma; very prolific, heavy bearer, absolutely hardy and free from disease.**



**Produced in the New England States, succeeds well in all sections.**

**Retails now at $6.00 per dozen, $49.00 per hundred. Strong field-grown plants.**

**Awarded First-Class Certificate by Massachusetts Horticultural Society and by all other Horticultural and Agricultural Organizations before whom it was exhibited.**

**Make reservation now with your dealer for Fall or Spring delivery.**


## BACK FROM EUROPE

### Mr. W. J. Collins, of Carter's Tested Seeds, Inc., Tells About His Trip

Mr. W. J. Collins, manager of the Boston office of Carter's Tested Seeds, Inc., recently returned from an extended trip in Europe, largely as a matter of business. He kept his eyes open, and some of his observations were very interesting. In the course of the conversation with Mr. Collins, he said:

"Yes, I am very pleased; I had a very enjoyable time in Great Britain, and on the continent. Seemingly the world war and the depressing effects it had on all individuals while it lasted were soon forgotten for matters of more interest and less irritating. In Scotland perhaps the effect of the war is more noticeable than in any other country west of Germany, and even then it is only in the more outlying and country districts where the noticeable grief is encountered. The death toll in some of Scotland's small towns and villages is appalling; that is accounted for perhaps through the male population of the larger towns and cities being so largely engaged in the manufacture of war materials.

"In England, there is, like in Scotland, a great deal of idleness and I might venture to say much that would, in this country, be called laziness. However, I feel that the system of paying a weekly dollar allowance to each man or woman unable to find employment has much to do with this condition, as many can get along nicely on the government's weekly allowance and are not any too eager to find employment. The frequent strikes which Britain has had during the past two years has evidently greatly hurt the general industry of the nation and a great many of the workers themselves recognize this fact, and will not be so ready in the future to strike on the moment they learn their demands are not granted. Britain as a whole is, however, a very fine country and there is not much fear of her becoming stagnated as many people predict.

"Conditions on the continent, France, Belgium and Holland, are, all things considered, very fair. Belgium is busy reconstructing her devastated area and is doing a pretty good job. To me, Belgium seemed the busiest country of all and, outside of the fighting area, there is not much sign of the war. France does not seem to recover quite so quickly but is, nevertheless, making considerable progress. It was encouraging to note that in all four of the nations at war so long, namely, Great Britain, Belgium, France and Germany, farming and seed growing seemed to be the indus-

**GIANT PANSY SEED**

No. 10. Kenilworth Giant Exhibition
No. 12. Kenilworth Giant Prize
Each sort: 1000 seeds, 50c; 1-8 oz., $1.35; ¼ oz., $2.50; oz., $10.00.
No. 22. Kenilworth Mixture
No. 30. Blotched
No. 32. Parisian
No. 34. Bronze Shades
No. 36. Triumph of Giants
No. 70. Orchid-flowered
Price of the preceding 6 sorts: 1000 seeds, 35c; 1-8 oz., 90c; ¼ oz., $1.65; oz., $6.00.
No. 24. Kenilworth Show
No. 28. Masterpiece
1000 seeds, 40c; 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.75; oz., $7.50.
Giant Trimardeau in mixture or separate colors
1000 seeds, 30c; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.
Early Flowering or Winter Blooming Giant Pansies.
1000 seeds, 40c; 1-8 oz., $1.10; ¼ oz., $2.00; oz., $7.50.

**CHAS. FROST**
KENILWORTH, N. J.



**Specimen Xmas and Easter Plants**

Exceptionally well grown.

BUDDLEIA Asiatica, 3-6 ft., $1.50-$5.00 each.
HEATHER Melanthera, 2-4 ft., $2.50-$6.00 each.
ACACIA Longifolium, $5.00-$10.00 each.
STANDARD and BUSH Genistas, $2.50-$6.00 each.
BOUGAINVILLEA Sanderiana — Pyramid and Globes, $2.00-$8.00 each.
HYDRANGEAS Mixed French Variety, 15-25 branches, $2.00-$3.00 each.
HYDRANGEA Trophie, the best red 15-20 branches, $2.50-$3.50 each.
CROTONS Choice Broad-Leaf Varieties, 4½-in., $75.00 per hundred.
DEUTZIA Gracilis, 6- and 7-in. pots at $50.00 per hundred.
All stock in A1 condition. Cash with order, or satisfactory reference.

**A. L. MILLER**
Jamaica NEW YORK
JAMAICA :: NEW YORK


try least affected. This year, however, the extreme early drought in all the above mentioned countries has been very damaging, especially to root and cereal crops. The continental countries perhaps suffered less on account of their more flat and regular surface and low elevation.

"A great many losses have been experienced this year in the seed raising industry and the effect of this will be felt again next year, for in many cases growers did not harvest hardly enough of some lines to supply them with stock seed. The effect of the extreme drought was especially noticeable in all establishments maintaining trial grounds. In a number of these places where I was, I saw many and many complete failures of stock which was evidently sown or planted in the usual manner and with extreme care, but on account of no watering system or rains the result was complete failure. This applied to both flower and vegetables. In one establishment I visited, I saw what had been a beautiful hedge or wind break of English holly and, on account of it being on a rather high and exposed position, it had become so dry the leaves dried up completely and became so crisp that when you picked them they cracked and broke up just like mica.

"I met some very fine American people while travelling down through the battle lines in Belgium and France, all bent on the same errand. Needless to say, one is not very long in the devastated area before he or she sees more than they bargained for. I am very glad I saw what I did at the time I did, because in a few more years it will not be as it is now and I feel sure will be better to look at, but whether or not more interesting, I don't know."

## ALBERT L. WARNER

Albert L. Warner, of Pawtucket, one of the oldest florists of Rhode Island, died recently at the age of 87. Mr. Warner was born in Webster, Mass., but lived in Pawtucket for 55 years, establishing his business on East street. He was prominent as a musician as well as a florist, having been connected for a number of years with Gilmore's Band and Lawton's orchestra. He was well known in Masonic circles, being Past Grand Master of the Grand Lodge of Rhode Island.

Abbott P. Smith is erecting a new greenhouse of very handsome design at New Bedford, Mass. The work is being done by the Hitchings Co.

The Boston Traveler in its birthday columns recently contained the name of William Penn, who is yet young enough to be perfectly willing that we should mention the date, 1878.


**FIELD-GROWN ROSES**

2-year-old, extra strong

Tausendschoen
Excelsa
Dorothy Perkins
Fall Delivery.
$50.00 per 100.

Paul's Scarlet Climber
$1.00 each.
1-year-old Field-Grown
Jersey-Grown, almost equal to 2-year-old stock.

Excelsa
Dorothy Perkins
Tausendschoen, Lady Gay
$30.00 per 100 extra value.
Packing extra at cost

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Louis Mouillere
Mlle. Agnes Barillet
Mlle. Rene Gaillard
Mme. Legon
Mme. Auguste Nonin
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Mont Rose
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Souv. de Mme. E. Chautard
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Our plants this season are stronger and healthier than we have had before and the assortment of varieties is perfect.

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| From 5 in. pots | 40.00 |
| From 6 in. pots | 60.00 |
| From 7-in. pots | 75.00 |

**C. U. LIGGIT**
WHOLESALE PLANTSMAN
303 BULLETIN BUILDING
PHILADELPHIA

NEW ENGLAND OFFICE
15 Cedar St., Watertown Station, Boston
J. L. REUTER in Charge



**Ferns Ferns Ferns**

NEPHROLEPIS MACAWII (new)

Beautiful, dwarf, compact plants

5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

NEPHROLEPIS EXALTA BOSTONIENSIS
(Boston Sword Fern)

NEPHROLEPIS WHITMANI

NEPHROLEPIS VERONA

NEPHROLEPIS ROOSEVELT

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

Write For Florists' Prices

**R. & J. Farquhar Company**
6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I can't remember a season when frost has held off so long as has been the case in New England this year. As this is written, dahlias are still blooming and making a fine appearance. I have a note from J. K. Alexander, in which he says that he has never had dahlias in flower so late. Almost always the plants are killed back before harvesting is begun, but that is not the case this year. Some people have an idea that the tubers should not be dug until after frost has killed the foliage. This, of course, is not true. But it is seldom indeed that the tops can be cut off while still covered with blossoms.

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Like many other men who are now growing flowers commercially, Mr. W. A. Gumm, of Remington, Ind., well known as a peony specialist, is a business man having large interests in other lines. Still Mr. Gumm has been interested in peonies for a long time, having begun their cultivation way back in 1880. Having the money to spend, he has invested in many of the best varieties now known, and has nearly a thousand different kinds in his collection.

He is especially well known among peony growers for what he has done to popularize the Lady Alexander Duff, which ranks among the best of varieties for American gardens. Mr. Gumm claims to have the largest stock of this variety in America, and probably he is justified in making that claim. The accompanying photograph shows the genial grower among his flowers. The flowers in the row directly in front of him are Lady Alexander Duff, while those at the left of the center are Lillian Gumm.

---

There can be no question about the growing popularity of the peony. I doubt if there ever was a fall when so many roots were put into the ground as has been the case this season. Undoubtedly there will be some failures, for many people have not learned just how to care for these plants. After all, though, they need but little coddling, and when once established are among the most dependable of all border plants. Some suggestions from a writer in Gardening Illustrated in regard to the care of peonies may be of interest here. This writer says:

"Where the established plants can be afforded liquid-manure during the autumn and winter, when the ground is moist enough to retain the value of the liquid about the roots, a greatly increased vigor will follow, as also larger and handsomer blooms. It is also an excellent plan in spring to flood the bed with water, and thus assist the plants to produce the very finest blossoms possible. I consider it almost impossible to supply peonies too liberally with liquid-manure. Those who cannot command a liberal supply of liquid-manure should afford the plants each autumn a goodly dressing of well-decayed manure. In this way the newly-forming roots will receive assistance when this is most required.

"Blossoms of ordinary size and beauty are, of course, freely produced by the established plants by the ordinary methods of cultivation, but these will in no sense compare with those produced by the best methods of culture. Next to an abundance of rich food-supplies, the supply of root-moisture is the most important. This fact is, I feel sure, not appreciated at its full worth, especially by those resident in districts where light soils overlying gravel and sand obtain. Such soils are invariably shallow, and gravel and sand are usually reached at about two feet from the surface. Where the subsoil is chiefly sand, the latter, by its greater depth, preserves a coolness for the roots unknown where the subsoil is of a gravelly nature.

"In each case the plants can hardly be overfed. The case is different where the soil is of a loamy nature and of great depth, for in these the peony will grow vigorously, often sending down its roots to a depth of 2 feet or more. Frequently, in the more retentive soils, like the heavy clay soils, for example, the peony, while taking longer to become established, often develops a species of root-canker, rare when the plants are grown in the lighter soils. Thus it would appear that a medium light loam is generally best for the peony.

"The best season for the planting and transplanting of peonies is a limited one. September and October are by far the best months of the year; indeed, peonies may safely be regarded on much the same lines as bulbous-rooted plants, which, to secure the best results, must be in their places before rooting begins. In the case of the peony the new roots appear usually about September, and



Mr. W. L. Gumm

The Peony Specialist Among His Choicest Blooms at Bennington, Ind.

by planting at the time stated a minimum of loss both of vigor and a return to the flowering stage are experienced. The sellers of plants realize the importance of this early planting, but are not always able to impress their customers of the fact, hence by a sort of compromise—viz., lifting and heeling in a given number of plants of saleable size each year, root action is checked, and the planting season considerably prolonged, with but little harm. It is another matter, however, when an attempt is made to plant these things after new growth has been made in late spring, without doubt the worst period of the year, as the miserable top growth and diminutive crown buds will clearly indicate later on if the plants are examined.

"Peonies are said to be impatient of removal or frequent disturbance, and they certainly are if the disturbance takes place at an unseasonable time.

"Where the transplanting is being done at home, it is a decided disadvantage to attempt to transplant large clumps intact. Big clumps may have their larger roots shortened considerably before dividing them up. By laying a big clump on its side, thrusting two garden forks placed back to back into the clump, and giving each fork an outward wrench, a big lump can be severed without loss of root or crown. By repeating the process, plants of moderate size, and such as possess three or four crowns result, and these are the most useful to plant. Hacking the plants to pieces with the spade is so crude a method, and so injurious withal, that no intelligent grower would consider it for a moment. Peonies always display their good qualities best when grouped together, and for this purpose a number of moderately-sized plants, with free room for development, should be arranged together. It is important that the crowns be placed about 2½" below crowns."

## NOTES ON THE F. T. D. CONVENTION

New England delegates from the F. T. D. Convention at Toronto are loud in their praise of the hospitality extended to them by the Canadian florists. Mr. C. S. Strout, of Biddeford, who has been a consistent attendant at the different conventions for years, says that it will be a long time before any city in the States is able to outdo the Toronto boys. Mr. Strout also speaks well of the golfing possibilities around the Ontario city, he having a friendly eye for a good golf course wherever it is found.

One of the lady florists to attend the convention from New England was Miss Louise Palmer, of Brookline. Miss Palmer says that she was impressed particularly with the broad gauged methods of doing business which were discussed. It seemed to be the general feeling, she said, that florists should make a greater attempt than ever before to give to customers their money's worth, and to discountenance all of the small and petty practices which have injured the business in the past. She found that the florists in general were trying to put their business on a higher plane. She was also impressed, she said, by the lectures and demonstrations in the making up of flower pieces which were given by Messrs. Fox and Schling.

She said that apparently there was a growing tendency to do away with the more grotesque designs and to use flowers in a more natural way. Less wiring is being done, for example, with the result that the pieces do not have the stiff, artificial appearance of former days. She said that this was quite in line with the practice followed at the Palmer store, where comparatively little use was made of wires or toothpicks. She said that the basket pillow made up by Mr. Fox, of Philadelphia, in the method which he has perfected, wasn't a pillow at all in the old sense, the flowers being comparatively loose and placed in a basket filled with moss. Mr. Fox made up this pillow in ten minutes.

George E. Buxton of Nashua attended the Convention with his wife and had a grand time. He reports that the florists were guests of the Kiwanis club at a dinner there which will long be remembered. Goodfellowship between the American and Canadian members of the organization was one of the features of the gathering. Shortly after the opening session of Tuesday, George Dicks, of London, Ont., entered on one side of the hall, carrying the American flag, while on the other side, Frank Schram of Toledo, O., entered bearing the Canadian flag. Meeting at the center aisle both marched side by side to the tune of appropriate music. Immediately following them came Miss Amelia Gude of Washington, D. C., proudly supporting the F. T. D. banner, on which was represented Faith, Truth and Determination.

"Another incident of the gathering," said Mr. Buxton, "was the sending of a message to a London firm authorizing the delivery of flowers to King George as per the regular service of the association. Within a short time came a message in reply with thanks, showing that the service had been perfect."

All who returned from the convention spoke well of Pres. Breitmeyer's address. Many of those present agreed with Mr. Max Schling in his report on the standardization of flower boxes. He said that the 85 different sizes that are now carried might well be reduced to 21. Most of the delegates seemed to be pleased with the choice of the next convention city. Baltimore won over St. Louis by a vote of 110 to 49.

The election of officers resulted as follows:

Philip Breitmeyer, Detroit, President.

Charles Feast, Baltimore, Vice-president.

Alfred Pochelon, Detroit, Secretary.

William L. Rock, Kansas City, Treasurer.

Charles A. Grakelow, Philadelphia, William J. Palmer, Buffalo, and A. F. Broden, Los Angeles, Directors.

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Great advance in quality, form, size and color.
Fine big bulb at $12.00 per doz.
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**HAMMOND'S PAINT AND SLUG SHOT WORKS**

**BEACON, N. Y.**

## CAMERON PRESIDENT

### Convention of National Association of Gardeners in New York City

Mr. Robert Cameron, formerly in charge of the Harvard Botanical Gardens, and now superintendent of the Crane estate at Ipswich, Mass., was elected president of the National Association of Gardeners at the convention in New York. The other officers chosen were as follows: Vice-president, Joseph Barnett, superintendent of the estate of Mrs. J. Lyons, Sewickley, Pa.; secretary, Martin C. Ebel, of New York City; Treasurer, Montague Free, of the Brooklyn Botanic Gardens. Mr. Ebel was re-elected for the eleventh consecutive year.

About 150 members were in attendance at the convention, and much important business was transacted.

One of the subjects to which the convention gave consideration was the movement to rid the country of signboards along highways. They hope to educate the public and to persuade them not to purchase articles advertised in this way.

Another object to be undertaken by the association will be the plan to found a school where young men may be trained to become superintendents of large estates, as there is a great need for men. It was pointed out by the secretary of the association that only five per cent of the men who are engaged in this kind of work are Americans, the others being English and Scotchmen, who received their training on the other side.

### Pres. Craig's Address

Among other things Mr. Craig said:

Owing to existing economic conditions, the calls on our Service Bureau by men out of employment have been quite numerous, but because of the reduction on some estates and the development of but few new ones, it has not been possible to place as many applicants as we could wish. In this respect we are not greatly dissimilar to other professions, all of which are feeling the present period of readjustment. It has been found that the necessary advance in the cost of our annual dues, made at the St. Louis convention, has not greatly affected our numerical strength, while the additional dues help quite materially in popularizing and strengthening this valuable feature of our association.

I cannot refrain from again touching on Quarantine No. 37. There have been additional orders from the powers that be in Washington, but Quarantine No. 37 has dealt the heaviest blow to horticulture of any. As an organization we have endeavored in every possible way to secure modification but so far without avail. We were told that the quarantine when placed on the statute books would, like the laws of the Medes and Persians, remain forever, but I still have faith that a measure so manifestly unfair which has had so stultifying an influence on horticulture in its broadest sense will ere long be modified. Our commercial friends, the nurserymen particularly, who at one time vehemently opposed this quarantine seem to have concluded that hopes of revision are slender and with fear of being disciplined, if they continue their opposition, seem resigned to their fate.



Pres Robt. Cameron

Not a few are now propagating roses, azaleas, rhododendrons, and various other debarred plants in large quantities, which proves the quarantine to have some redeeming features, but for it, we would have continued to import many plants easily propagated here. However, it is unfortunate that the Chinese wall built up against plants from abroad, while it has stimulated some home production, has at the same time very materially advanced the cost of all these plants to the garden lover. It is surely a narrow and regrettable policy which compels us to purchase such plants as can easily be propagated at home and denies to us interesting plants and bulbs raised by painstaking hybridists abroad. We are aware that permits can be secured after much red tape for plant novelties but when such a world noted institution as the Arnold

Arboretum has regretfully decided that it is useless to attempt the importation of any more plants under existing conditions, there is little encouragement for amateurs to attempt to do so.

I feel that our association should continue to place itself on record as opposed to Quarantine No. 37. We as gardeners are perhaps more deeply concerned with insect pests and diseases than any other class of men, but we feel that the virtual embargo on all plants and many charming and harmless bulbs from our gardens must not be allowed to stand, even though we be offered bulbs of the debarred bulbs and plants produced at home at several times their cost abroad.

And when we consider that such dangerous and destructive insect foes as the gypsy moth, European corn borer, boll weevil, and others I might name, did not come in on plants or bulbs, that there is no possibility of quarantining winds, birds, aeroplanes, railroad trains, automobiles, or even the sea itself, all of which have been and are distributors of both insect pests and diseases, we believe that a rigid but sure inspection at points of shipment as well as at points of entry, should surely safeguard the horticultural, agricultural, and arboricultural interests of America.

I believe some members of our association think we might well drop the sign board nuisance campaign, but I entirely disagree with them. Surely such an organization as ours should stand most emphatically for the elimination as far as possible of the ghastly advertising boards which mar so much of the picturesque country scenery. Our action has received the endorsement of the Park Superintendents of America, garden clubs, various civic bodies, and individuals, while we have had some commendatory newspaper publicity. When civic consciousness will be aroused from its present torpidity, we may accomplish more. We should stand firmly for America the beautiful and refuse patronage to firms which persistently employ these advertising methods, no matter whether we are urged to buy tires, soap, pills, or near beer, not even when the boards display the catchy slogan, "Say It With Flowers."

## NEWS NOTES

C. A. Davis, the veteran florist of Dover, N. H., recently severely injured his left eye while trimming a tree.

Albrecht Bros., of No. Germantown, N. Y., have erected a new greenhouse for the growing of sweet peas.

An unusual floral piece in the form of a locomotive was designed by the Union Floral Co., of Gary, Ind., and has been displayed in a window of that city. With the tender it was seven feet long, and required 1,000 flowers to make.

The Arcade Florists and Seedsmen, of Poughkeepsie, have been incorporated at Albany. The capital is given as $30,000. The incorporators are W. E. Bock, C. R. Riedinger, and J. E. Andrews. C. W. Garrison is the attorney.


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| Æthiopica, 2-2½ in. | $25.00 |
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| ½ in. | 7.00 |

CHINESE (JOSS) LILIES
Per basket $2.75, per mat, 120 bulbs, $9.50, per 1000 $75.00.

VALLEY—From Storage
Finest Grade German Type
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| Case of 250 | $9.50 |
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| First Size Named, 19 cm., in variety | $70.00 |
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| Artus | $20.00 |
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| La Reine | 20.00 |
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| Murillo | 19.00 |
| Schoonoord | 22.00 |
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All best DARWIN, BREEDER and COTTAGE TULIPS at equally low prices.

See your customers now who own fine private places for DARWIN TULIP beds for planting as soon as frost comes

CHICAGO VAUGHAN'S SEED STORE NEW YORK

THIS SEASON'S NEW ROSES
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We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.
We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.
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FREESIA, IRIS, LILIUMS, HYACINTHS, NARCISSUS AND TULIPS
All of finest quality at reasonable prices
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Send for a copy today
CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

MULTIFLORA JAPONICA ROSE SEEDLINGS
Best American Rose Stock for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.
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Says Sam—If you don't think co-operation is necessary, watch what happens to your car when one wheel comes off.

**Trade Exhibits** We think that the plan which has been followed at recent conventions of the F. T. D., by which there have been fewer formal addresses and more discussion from the floor, has proved its value in many ways. For one thing, it has brought about a greater willingness on the part of those present to express their opinions. Less restraint seems to be felt than at some of the conventions, and as a result men who have much expert knowledge, but are more diffident than some of their fellows in expressing themselves, have been induced to give out many worth-while views.

This fact was illustrated, we think, in the discussion which had to do with trade exhibits. Some of the leaders in the activities of the organization were in favor of doing away with trade exhibits at future conventions. They stated frankly that in their opinion the exhibits interfered somewhat with the sessions, and were of no special value to the members. Their views were coincided with by a number of florists from the larger cities, but immediately afterwards a different aspect was put upon the whole matter when florists from the smaller places made themselves heard.

Those who spoke first were from the smaller towns of the Dominion, but later similar opinions were voiced by florists in the States. These men,—we believe they were backed up by several women in the trade, for women had a real part in this convention,—urged that the trade exhibits be retained, explaining that they were among the important features of the conventions, so far as the small town florists were concerned. They called attention to the fact that while members of the trade in the larger cities had easy access to the various accessories shown, the only time that the florists in more remote sections could view these things was at some such gathering.

Many florists came, it was stated, with the idea in view of paying particular attention to the trade exhibits in order to pick up new ideas and decide whether or not they needed some of the things shown. It is one thing to read about an article in the catalogues and another thing to handle it and give it personal inspection. After the viewpoints of these smaller florists had been fully set forth, most of the members from the bigger cities were willing to admit that they had gained a somewhat mistaken impression as to the importance of the trade exhibits at conventions. The discussion was well worth while, and went far to help those present get a better appreciation of the standpoints from which florists in different sections have to work.

**Is Boston Slow?** The word has gone forth that Boston is particularly slow in the matter of getting together for the advancement of trade interests. The fact is pointed out that she is far behind many of the other large cities in the country in co-operative effort among florists, and that much less is being done here in the way of gaining publicity, both local and otherwise, than seems to be the case in other cities.

The fact must be admitted that progress in Boston along the lines mentioned seems to have been slow. There have been spurts which gave much promise, but they have been only temporary. Then a reaction has followed which has been most oppressing to those members of the trade who are in touch with other cities and other organizations, and are alert to the possibilities of the florist business.

Yet it is not fair, we think, to say bluntly that these conditions are caused by the fact that Boston is slow. The truth is that the situation in Boston is different in many ways from that which exists in other cities. There are few large towns, we think, where there are so many complexities and complications as there are here. One of the chief difficulties lies in the apparent disposition of the different organizations to keep themselves apart. We feel that if there could be some sort of representative body, possibly a committee of a dozen or less, with delegates from each organization, it might be possible to smooth out many of the misunderstandings and establish a definite program.

**Outdoor Flowers** Seldom has there been a season when outdoor flowers have lasted so long Usually a frost in September cuts off the supply and leaves the field for greenhouse material. There's no doubt of the fact that the florists have suffered by the outside competition, and this competition comes not alone from private gardens. Within the last year or two scores of people have gone into the business of raising flowers to be sold by the roadsides, in department stores, and in other ways which conflict with the business of the florist. This has had a marked effect in depressing prices.

It is a condition, too, which apparently is going to grow, and is creating a real problem for florists, especially those in the smaller towns. To be sure, some of the florists take an optimistic view. They believe that the growing use of outdoor flowers is going to stimulate a desire which will be reflected in the increased sales of indoor material when winter comes. Other florists, we find, are explaining to their customers that most of the flowers which they buy at wayside stands are inferior in quality, and that by buying from legitimate florists they can get goods which will last longer and prove more satisfactory, even though they cost more

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
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STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## HORTICULTURAL CLUB OF BOSTON

The Horticultural Club of Bostoin held its annual meeting October 19 at the Parker House, and re-elected the following officers: President, E. H. Wilson; first vice-president, F. R. Pierson; second vice-president, P. Welch; secretary, Fred E. Wilson; treasurer, E. Allan Peirce.

The rest of the evening after the usual dinner was given over to a discussion of wild flowers and foliage plants, many specimens of which were brought in by members of the Club.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**
226 DEVONSHIRE STREET
BOSTON, MASS.


## George Watson's Corner

"You in your small corner and me in mine."

The boys at Toronto had their nerve with them, all right. If they were to cable President-elect Pennock a bunch of roses in honor of the occasion—why not King George, also! Which the sons of guns did! And they had an acknowledgment by cable from both of them inside twenty-four hours. What do you know about that! Gee whiz—we are going some these days. The S. A. F. has many chickens; but the F. T. D. is certainly one of her liveliest roosters—take it from me! Good stuff. All hail to them.

Alfred Burton reports his daughter, Elizabeth, to be on the mend after the typhoid siege. The family moved up from the shore on the 17th inst.

John Burton is still confined to the house, this time with a severe attack of neuritis in his right leg. Can't walk. The last we heard from him it was lumbago. But that seems to have gone, thanks to good advice.

Thomas Foy, son of the well known Patrick Foy, landscape gardener for the Norfolk & Western R. R. system, is through with the Westinghouse, and will return to gardening. There was big money in the mechanical line, but hard on the eyes—and gardening now looks better—even if it does not pay so much.

E. J. Fancourt, secretary of the S. S. Pennock Co., reports the Toronto


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HYBRIDS
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meeting one of the best he ever attended; and is cordial in his praise for the Canadian enthusiasm and enterprise. He thinks our brothers across the line are wonders and can give us cards and spades on many things. They certainly took care of the F. T. D., all right, and left no stone unturned.

According to Henry F. Michell the most important thing in life is to make Market street the most important street in the world. So the boys have elected him to be the president of the Market Street Business Men's Association. And Henry is doing his best to make good. He has a fine interview in the Evening Ledger in which he tells the boys all about it. See issue of October 13th. It's good stuff and worth reading. Of course, we don't agree with him about putting the Delaware River Bridge at as far North as Spring Garden Street instead of Market street, but of course, also, the Burpee people have to be taken into consideration.

The report that W. A. Leonard was one of the backers of the new growers' commission market seems to have been an error. Mr. Leonard advises me that he has quite enough on his hands backing the one he already had established, and that he has nothing whatever to do with the new concern.

J. D. Eisels is home again after his far west trip, which was largely a vacation, and reports that he had a splendid time and feels as fit as a fiddle. So all you boys who may feel like taking a run up to Dreer's at Riverton may look for a smiling welcome.

## TENNESSEE FLORISTS' ASSOCIATION

The Tennessee Florists' Association has the plans made for its 8th annual convention, which will be held at Chattanooga, Tenn., November 1 and 2. Some of the interesting papers to be read are as follows:

Essential Details for a Successful Florist in the South, Dan Horgan, Macon, Ga.

New Features of Greenhouse Construction, Phil Foley, Chicago, Ill.

Possibilities of Bulb Growing in the South, Charles L. Baum, Knoxville, Tenn.

Necessary Essentials for Pot Plants in the South, Wallace R. Patterson. Montgomery, Ala.

What Our Government Thinks of the Florist Business, Wm. F. Gude, Washington, D. C.

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FICUS ELASTICA, rooted mossed cuttings or pot-grown.
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G. A. Kimmell, president of the Chattanooga Florist Club, will call the convention to order, and Pres. W. H. Engelhart, of Memphis, will preside.

John H. Gould Co., florists of Middleport, N. Y., are preparing to build another greenhouse west of the large house to the south of their plant on Hartland street. The new structure will be 12 feet wide by 96 feet long and will be used for the hardier varieties of plants.

The McCarron Floral Co. has opened for business in the old Times Building, Raleigh, N. C. Mrs. McCarron, formerly of Lynchburg, Va., will have charge of the business.

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## HARTLAND MAKES A CHANGE

Mr. Ernest A. Hartland, for over eight years sales and advertising manager for Vaughan's Seed Store of Chicago and New York, has joined the advertising staff of Sternfield, Godley Adv. Agency, Inc., of New York. He is to specialize in rendering advertising service to seedsmen, nurserymen, and florists.

## NEWS NOTES

One of the newspapers has an interesting account of a visit to the greenhouse of William D. True, of Amesbury, Mass. Mr. True is almost eighty-nine years old, and yet conducts one of the largest greenhouses in the town. Part of the house is given over to cucumbers, and the rest to chrysanthemums, of which he grows thousands, among them some choice specimens for the shows.

The state florists of Indiana have appointed a committee to report on the advisability of trying to have the Chrysanthemum Society of America meet in Indianapolis next year. Mr. Fred Lemon, of Richmond, is one of the members of the committee.

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### NEW YORK'S FLOWER SHOW

Unless all signs fail the Ninth Annual International Flower Show to be held in New York, March 13-19 of next year, will be a hummer. Probably it will suffer somewhat from competition with the big show in Cleveland the same month, but at the same time there is sure to be a big exhibit, for the preparations are in the hands of the kinds of men to whom failure seldom comes.

The flower show committee consists of T. A. Havemeyer, chairman; John Young, secretary; Frederic R. Newbold, treasurer, and the following well known gentlemen: F. R. Pierson, James Stuart, Joseph Manda, John Canning, F. L. Atkins, John G. Scheepers, F. W. Payne, C. H. Totty, Frank H. Traendly, W. R. Pierson, John Young, Max Schling, A. L. Miller, W. H. Duckman, I. S. Hendrickson, Arthur Herrington.

The trade will be particularly interested in the display of cut roses in the commercial growers' competition. It


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The preliminary schedule is now out, and attention is attracted by a special open class to consist of an exhibit covering 1000 square feet which may include lawns, flower beds, gardens, shrubbery borders, rose beds, bulb beds, or any exhibit that the artistic ability of the exhibitor may suggest, as the widest latitude will be allowed in this class. Special gold medals will also be awarded for special merit in this class.

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With the acquisition by Carter's Tested Seeds of the well-known business and interests of J. M. Thorburn & Co., Seedsmen, of New York, the final chapter has been written in the history of what was perhaps the first seed business of importance, devoted entirely to the sale of selected seed stocks in America.

Sealed bids were invited for the sale of the firm of J. M. Thorburn & Co., and through these, the control of the business has passed into the hands of Carter's Tested Seeds, Inc., they having taken possession October 19th. The seedsmen of America and Europe will feel a sense of sincere gratification that the work accomplished and service rendered by the firm of Thorburn & Co. is to be carried on by another old established and reliable firm, whose existence reaches back for 85 years.

Carter's Tested Seeds, Inc., is the American Branch of the now famous and well-known firm of James Carter & Co. of Raynes Park, London, England. Ten years ago the first branch office in America was opened and operated at the Chamber of Commerce Bldg., Boston, Mass. From then on their business has had a steady growth, so that at present they have branches or offices at New York, Boston, Glen Cove, L. I., Philadelphia, Chicago, Detroit, Toronto and Montreal. By acquiring the J. M. Thorburn & Co. business, they will be in a position to give a greater and more active service to their own and the Thorburn patrons and customers.

James Carter & Co., the founder of Carter's Tested Seeds, Inc., began business 85 years ago. He was the first seedman to guarantee the germination of seeds. This practice is still in operation but has the advantage of the much improved scientific and up-to-date methods now in use.

---

Miss Nellie Nolan, a well known florist of Holyoke, Mass., has returned to her home from a hospital after seven months of illness, and is being congratulated on her recovery.

T. C. Thurlow's Sons, Inc., owners of Cherry Hill Nurseries, at West Newbury, Mass., have recently purchased a tractor for use in their fields.

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Pansy Park Floral Garden, Dwight, Mass.

**HEAD GARDENER** and greenhouse man wants position on private estate. Roses a specialty. Swedish, age 33, married. References.
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**STRONG FIELD PLANTS**—GAILLARDIA GRANDIFLORA and PLANTHUS PLUMARIUS mixed. $5.00 per 100, $45.00 per 1000. Cash, please.
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**ASPARAGUS SPRENGERI.**—500 in 2½-in. pots. $6.00 per 100; $25.00 for the lot. Mystic Greenhouses, 135 Mystic St., Arlington, Mass.

**FERNS**—Pot Grown, fine plants. Boston, Teddy Jr., Scotti, Whitmanii, etc. Assorted $25.00 per 100, any quantity.
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**100,000 EXTRA LARGE FIELD GROWN VINCA VARIEGATA**—$10 per 100, $95 per 1000. Try them. Alonzo J. Bryan, Washington, New Jersey.

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The new Manaway greenhouse nozzle is a decided advance over any greenhouse nozzle heretofore made. By its peculiar construction the side spray is thrown out which applies the water evenly from the pipe outward. Our long-throw nozzles cover a space up to 18 feet from the pipe. We can supply nozzles that will cover any space desired. If you will advise us under what pressure your system operates and the width of space you desire to cover, we will mail without charge a sample nozzle. C. W. SKINNER, Newfield, N. J.

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Every one who is using the Manaway System without the end nozzles can now fit their lines with our new 3-outlet end nozzles which take the place of not only the regular nozzle but also furnish 2 streams, one 4 and the other 8 foot out of true. One of these nozzles placed at the beginning or end of the line has the effect of lengthening the line 8 feet at each end. These nozzles can also be used in other systems which use a large nozzle. The price is 15c each, postpaid.
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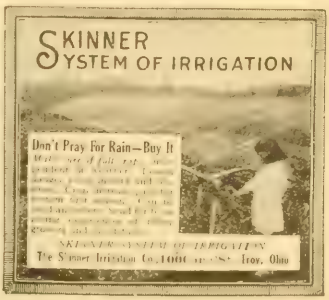
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This is bound to be a "winner," so get your order in at once! for January delivery.

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| $35.00—100 | $42.50—100 |
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MADISON, NEW JERSEY

Volume XXXIV NOVEMBER 10, 1921 Number 9

# Horticulture



Special Autumn Number



*Holiday Telegraph Orders*

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# HORTICULTURE

Volume XXXIV NOVEMBER 10, 1921 Number 9



W. H. Wyman, Prop.
1894-1921

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Also a splendid selection of POMPONS; in bunches of twenty-five, per dozen bunches, $4, $5 and $6.

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We wish to call particular attention to our fine stock of ferns which we are offering at this time.

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

NEPHROLEPIS ELEGANTISSIMA. Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS MUSCOSA. Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

NEPHROLEPIS HARRISII. 10-in., $5.00 to $7.50 each.

NEPHROLEPIS DWARF BOSTON. 3½-in. pots, $25.00 per 100; 6-in., 75c each.

## ROSES

HADLEY, F. W. DUNLOP, and HOOSIER BEAUTY, own root, nice plants, 3½-inch, $30.00 per 100.

DOUBLE WHITE KILLARNEY, WHITE OPHELIA, OPHELIA and SILVIA, grafted, nice plants, 3½-inch, $40.00 per 100.

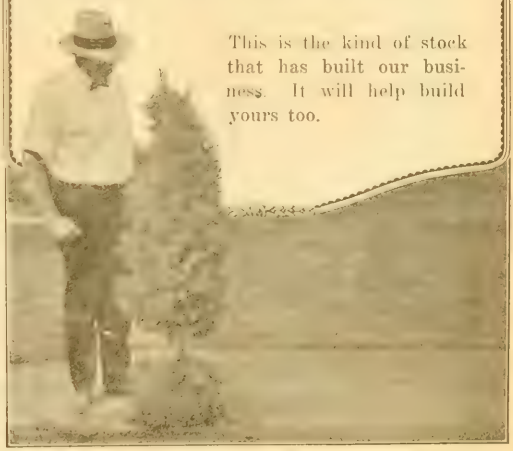
ENGLISH IVY, nice plants, 4-in. pots, bushy, $25.00 per 100

POINSETTIAS, nice plants, 2¼-in. pots, $12.00 per 100.

Packing added extra at cost.

**F. R. PIERSON, Tarrytown, N.Y.**

WYMAN'S
**Framingham Nurseries**
FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# IT IS NOT TOO LATE

To **PLANT SOME** of those **CHOICE EVERGREENS, SHADE TREES** and **ORNAMENTAL SHRUBS GROWN AT CHERRY HILL. VISIT US** and be convinced that we are growing **QUALITY STOCK.**

## CHERRY HILL NURSERIES

**WEST NEWBURY, MASS.**

**NOT OPEN SUNDAYS** **CATALOG**


### PENNOCK DINNER IN NEW YORK

The honor of welcoming Samuel S. Pennock, president elect of the S. A. F., on his return from seven months spent in Germany, as representative of the American Friends' Service Committee, was given to the members of the trade in New York City. A very delightful dinner and reception was held last Friday evening, at the Hotel Pennsylvania. W. R. Pierson was chairman and toastmaster. In his opening remarks he paid a fine tribute to Mr. Pennock, and afterwards in his usual ready way called upon others present to speak. Mr. Pennock outlined the work which he had been doing abroad. The other speakers included Thomas Roland, W. A. Manda, J. C. Vaughan, John Young and Leonard Barron.

### BOSTON NOTES

Forty thousand tulip bulbs have been planted in the Boston Public Gardens. Commissioner James B. Shea says that the bulbs are the first to be imported by the city from Holland since the war. $5,000 were paid for them.

William Sim, the well known carnation grower, reported to the police a few days ago that his paint shop had been entered by thieves and twenty-five pounds of white lead, a quantity of lamp black and some metal roofing paint stolen.

Abe Daniels, after long service with Penn, The Florist, has left that concern to take a position in New York.

The next meeting of the Gardeners' and Florists' Club will be held Tuesday evening of next week. It will be orchid night.

A new Hitchings house, 60x70 feet, has been added to the range of George T. Butterworth, the noted orchid grower of Framingham. Mr. Butterworth also has a new office and display room.

### NEW ENGLAND NOTES.

William Thomas Graham, of the Bon Ton Flower Shop, South Manchester, Connecticut, has recently returned from Norfolk, Va., where he was sent as a delegate to the National Convention by the Brotherhood of St. Andrew.

Mr. George W. Fraser, for eleven years in charge of the landscape and floriculture department in the Connecticut Agricultural College, has been put at the head of a new landscape department which has been established by Dawson, the Florist, of Willimantic, Ct. Mr. Dawson expects that he will develop a large amount of business along this line for which there is a good field in Willimantic.

Mr. James B. Judd, a well known gardener of Newport, R. I., died recently after a brief illness. He was fifty years old, a native of England, and had lived in Newport more than twenty years.

Charles Kieft, who has been conducting a greenhouse and florist business in Middletown, Ct., has moved to Cromwell.

Burtt, the Florist, has purchased the Welch Block at Turners Falls, Mass.

Herbert Gates, a well known florist of Springfield, Mass., was recently married to Miss Harriet Hatch.


## American Grown Fruit Tree Stocks

Apple Seedlings, Straight or Branched. Also Pear Stocks from French and Japan Seed, Americana Plum, Mahaleb Cherry and Peach Seedlings in all grades. Car lots to central points.

## Foreign Grown Stocks

Apple, Pear, Mahaleb, Myrobolan, Quince, Manetti and Multiflora. All grades. In prime condition. Can quote in France or out of customs in New York or at Shenandoah, Iowa. Prices reasonable.

Remember our complete line of General Nursery Stock for Fall and Spring trade. We are now ready to do business. Submit list of wants for prices to

## Shenandoah Nurseries

D. S. Lake, President

SHENANDOAH, IOWA

## Specimen Xmas and Easter Plants

Exceptionally well grown.

**BUDDLEIA Asiatica**, 3-6 ft., $1.50-$5.00 each.
**HEATHER Melanthera**, 2-4 ft., $2.50-$6.00 each.
**ACACIA Longifolium**, $5.00-$10.00 each.
**STANDARD and BUSH Genistas**, $2.50-$6.00 each.
**BOUGAINVILLEA Sanderiana — Pyramid and Globes**, $2.00-$8.00 each.
**HYDRANGEAS Mixed French Variety**, 15-25 branches, $2.00-$3.00 each.
**HYDRANGEA Trophie**, the best red 15-20 branches, $2.50-$3.50 each.
**CROTONS Choice Broad-Leaf Varieties**, 4½-in., $75.00 per hundred.
**DEUTZIA Gracilis**, 6- and 7-in. pots at $50.00 per hundred.

All stock in A1 condition. Cash with order, or satisfactory reference.

## A. L. MILLER

Jamaica NEW YORK

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SELECTED FOR US BY OUR OWN MEN IN BERLIN

## GERMAN LILY OF THE VALLEY

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Coming soon via refrigerator

**International Bulb Co.**

**185 Duane St. New York City**

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIV NOVEMBER 10, 1921 No. 9

## THE TALK OF THE TRADE

According to what I hear, the retail florists in New England, and particularly in Boston, have an idea that cut flowers are going to sell this season at a much lower price than for the last few years. Now I may be away off in my judgment, but I believe there is going to be some disappointment along this line. I cannot see any legitimate reason why there should be any material cut in prices. In fact, there are, I believe, outstanding conditions which will prevent such a drop as seems to be expected in some quarters. It is true that the market at present is below what it should be, from the standpoint of the grower. In many instances the latter are not making their expenses.

Of course there are very definite causes for the low market. No one needs to be told that the season is very late. Out-door flowers have but just disappeared. Furthermore, the public has been receiving an education from the florists for years past through their publicity campaign along the lines of flowers, more flowers, and flowers all the time. Naturally, they are growing their own blooms in increasing quantities. Then just now there is a heavy crop of "mums," which helps to depress the market.

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Now as to what we many expect in the future. Please think for a minute along the lines of supply. No one can dispute that there will be less than the normal quantity of lilies. That applies all the way through from Harrisi and Formosum and lastly Giganteum, of which the last are now arriving. Regardless of how the different growers may feel about Paperwhites as a profitable crop, there is no disputing the fact that the supply is below normal.

How about Dutch bulbs? For years past we have been hearing that they were responsible for a slack market during their season. But it still remains true that they are in short supply. Freesias are hardly above a normal crop, if they reach normal.

And last, but by all means the most important to my mind, is the carnation. There are a few instances where carnations are in excellent condition, but I have heard the estimate made by several people who are considered to have good judgment that a 75 to 80 per cent crop of cut carnations will about cover the yield this year. The reason for the low percentage is, first of all, difficulties that have been encountered in the field, particularly red spider and stem rot. I know several growers who felt sure they would have a good surplus of field grown plants to sell. In some cases these growers were obliged to buy in order to fill their houses, while in others they substituted other crops.

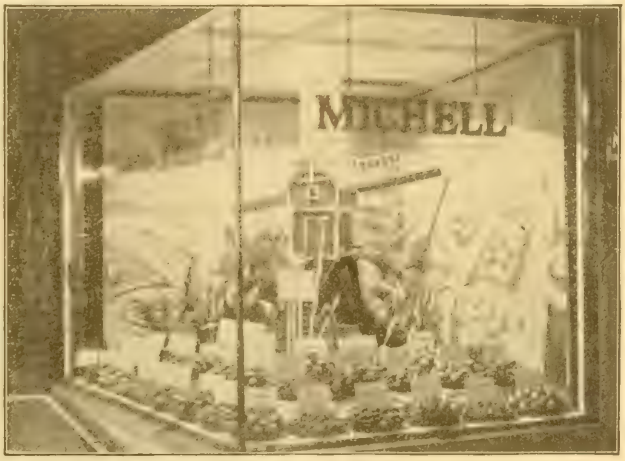
No one in the carnation business questions the reason for a short supply. The early part of the season was so dry that the plants were badly hit by red spider. Then there was an abrupt change to rain and nothing but rain for weeks. The result was stem rot. I know of growers who are losing carnations from stem rot even at this late day. In short, in the majority of houses, the crop is lighter than usual, and later on during the short days when the real test comes, the crop will be lowered still more.

In many cases there was a fair number of buds, which came along earlier in the fall and during the quick growing season, but now that these are cut off the plants are left tall and skinny, with no great prospects in sight.

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It is only fair to say a word about the rose crop. I will grant that this may come up to normal, but I don't see how in the world it is going to make up for the shortcomings of the other crops. It is fair to believe, therefore, that everything in the cut flower line, beginning with roses and running through carnations, will bring its full, legitimate price.

Anyway, the warm, muggy, soft fall that we have gone through will probably result in a short crop of cut roses through January and February. If it does not work out this way, it will be




**Michell's Bulb Window**

The Henry F. Michell Co., of Philadelphia, achieved a masterpiece in the window shown here, which has attracted a great amount of attention. It is a reproduction of a Dutch scene, and was designed, of course, to increase the sale of bulbs, something which it certainly has accomplished.

an exception to a rule which I have watched for several years. As to prices the growers have a right to expect, how can they do business on a market much lower, if any, than the one which has existed the past few years?

---

I had heard from a number of visitors who had called on Patten & Co., of Tewksbury, Mass., that their range was in particularly good shape. Now I have seen for myself, and have come to the conclusion that it stands with the best in the east. From one end to the other the plants are in fine shape.

Of course, everyone is interested in the new white carnation, T. C. Joy. As grown at the Patten place it gives every promise of being a good commercial white. Naturally enough, the early planted stock shows up in good form, but even the late stock is coming along in such a way as to prove that it has a right to travel in competition with any of the other whites. Matchless is, of course, the stand-by. Still, there are many growers who are becoming dissatisfied with this variety. They are taking hold of T. C. Joy with the idea that it may displace Matchless.

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Another variety on trial at the Patten range is the pink Natalie. This name has not been registered, and may not carry through. But for the time being, at least, it is the name under which this new seedling will travel. It looks like an excellent variety. Many carnation growers are eagerly awaiting a variety to take the place of Ward. Natalie is very close to that color, and quite as large a flower. It has a fine stem, and a promising habit of growth. Mr. Harold Patten is very enthusiastic over Natalie, and I hope that it will come up to his expectations, as it is badly needed.

It is interesting to note that after a period of thirty years the products of this range are being sold through a salesman in the market, namely, George Noyes, instead of directly to the stores.

---

Much has been said about Angelus and its prospects as a white rose to displace the White Killarney or the Double White Killarney. I will not venture to make any prediction, but I personally have been much impressed with it as I have seen it growing. A pretty safe way to gauge the prospects of any variety is to take into consideration the way it sells. Growers are not in the habit of stocking up with a thing just because it is new. The advance sales of Angelus are so heavy that I am sure the growers ordering it believe thoroughly in its merits.

---

After saying so much about the prospects for cut flowers this season, it is only fair to speak of the plant outlook, which I would summarize as follows: Poinsettias, plentiful; Cyclamen, not better than in fair supply; Begonias of the Lorraine type, not quite up to normal; Primroses, plentiful; pot-grown Ferns, a better crop and in better condition than usual; Rubber plants, enough to go around. Such decorative things as Ardesias, Crotons and fancy Dracaenas are short.

Just a word further about Poinsettias. The supply is excellent in small sizes, which will mean an ample amount of pans. Also there are a plenty of the larger sizes in branched plants. Among the growers whose places I have seen and who are well stocked up are W. T. Walke of Salem, and Frank Edgar and W. W. Edgar Co. of Waltham.

---

It is not too early now to predict a pretty good result from the Bermuda Harrisi crop this season. The growers are all very much encouraged, and hope that these bulbs will continue to run of such good quality. There is a place for them, without a doubt. They come in around the first of August, which means a very early crop, and the possibility of cutting out the late storage Giganteums. No doubt the Bermuda Harrisi this year will be a more profitable crop than the late Gigs.

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## The Younger Generation

Among the best known of the younger generation in the florist trade in Greater Boston are the Wollrath boys, of Waltham. They have done wonders with their plant, which was formerly the Matherson range of greenhouses, having now about 35,000 square feet of glass.

They specialize in plants of many kinds, and are particularly famous for their success with cyclamens.

All three of the boys are very young men, and they still have the advice and assistance of their father, Mr. John Wollrath. The names of the three boys are Henry J., Ernest and Albert J. Ernest probably meets more members of the trade than the other two brothers, as he is out on the road much of the time. Just now he is taking particular delight in the big new White truck with a special body which he is driving. All three boys are expert growers, with long training, and though young in years have made a splendid name for themselves in the florist world.



The Wollraths, Father and Sons

# WHAT'S DOING IN BOSTON

It doesn't often happen that a school suspends its sessions in order that the pupils may visit a florist shop. Such an event took place in Allston, Mass., a suburb of Boston, the day before Hallowe'en. Rogers the Florist had arranged a striking autumn scene in one of his windows. There was a real corn shock, with autumn leaves scattered around it to give color, and plenty of good yellow pumpkins. Several of the pumpkins were cut to make faces in the usual Hallowe'en way, and lights inside them, shaded by red paper, gave the proper effect. At one side of the window was a little imitation bonfire, with colored lights to resemble flames. The window was admirably done, and so impressed the head of the local kindergarten that she closed the school for an hour or two in order that the children might visit the shop and look at the display. For some time the sidewalk in front of the store was blocked with gleeful, shouting children. As one of the clerks expressed it: "We couldn't even see the street cars go by there were so many children there." Of course it was splendid advertising for Mr. Rogers.

## NEW ENGLAND GROWERS' ASSOCIATION

At the regular meeting of the New England Branch of the National Flower Growers' Association, which was held the evening of October 29, at the Bellevue Hotel, Pres. Samuel Goddard in the chair, considerable time was spent in discussing the business situation. W. N. Craig started the discussion, and dealt at length with the misunderstandings common between growers and retailers. He suggested the plan of giving a suitable offering of flowers to Marshall Foch on the occasion of his visit to Boston, November 14. He also vigorously protested the use of sign boards on the part of the florists as well as other advertisers.

At the dinner flowers were provided by Pres. Goddard, who had on the table a handsome vase of The Lark, Dorner's new carnation.

The election of officers resulted as follows: President, Samuel J. Goddard; Vice-presidents, Thomas Roland and William H. Elliott; Secretary, E. Alan Peirce; Directors, Frank Edgar, William Sim, Herman Bartsch, George Butterworth, Andrew Christensen and Gordon Fisher. The next meeting and dinner will be held Nov. 26 at Hotel Bellevue.

## OPENED TO THE PUBLIC.

### Retail Buying to be Allowed in the Wholesale Markets in Boston

A sensation was sprung in Boston, Tuesday, when the announcement was made that the directors of both markets had voted to throw them open to the public after 9 o'clock in the morning. This agreement was reached after a long session, participated in by members of each market and the Flower Growers' Association. Pres. Goddard, of the Flower Growers, presided. The Growers had previously met and decided unanimously upon this action, believing that it was essential for relieving the present glut. Advertising was begun in the daily newspapers for the purpose of attracting the public to the market. Whether or not bunches shall be split, and other details about handling the flowers at retail, will be left largely to the salesmen. Undoubtedly this experiment will be watched with great interest throughout the country.

## WINDOWS OF THE WEEK

Two unique windows on Tremont street have been attracting much attention this week. One is that of Penn, and the other that of Houghton-Gorney. They are entirely different, and yet equally interesting. Penn has a window given over entirely to cactus plants obtained from the Wollrath establishment in Waltham. There are 110 different varieties in the window, mostly from Mexico and the border states. In order to have a proper setting, pure white sand has been used to simulate the desert in which cactus plants naturally grow. Mr. Penn is famous for the unique character of his window displays, but few have attracted larger crowds than these odd-looking cacti.

In Houghton-Gorney's window is a church interior shown in miniature. At the back are apparent stained glass windows through which the light pours, casting a warm glow over the sanctuary. The church is decorated for a wedding, of course, and all of the participants in such a ceremony are shown, small but cleverly made figures being used. The bridegroom and his bride with all their various attendants, the clergyman in his robes, and the well wishers of the happy couple are all to be seen. It was rather an expensive window to make up, but it is serving its purpose, for it attracts crowds of people.

Thomas Galvin, Inc., have an excellent opportunity in their new store in Copley Square for window decorations, and are making the most of it. During the fall they have been relying largely upon chrysanthemums, and it is a chrysanthemum window which they have this week. The window is marked by restraint, comparatively little material being used, but the color harmony is perfect. The flowers are cut yellow "mums" of the larger type, and smaller bronze flowers. At each side of the window is a good sized statuette of Hebe.

## CO-OPERATIVE MARKET OFFICERS

The Boston Co-operative Flower Market held its annual meeting last Saturday. The report showed the market to be in good financial condition. Those present were almost unanimous in approving the idea of opening the market for retail trade. The following directors were elected: Messrs. Wood, Carr, McFarland, Elliott, Cooney, Hunt, Holden, Lein and Hannan. John McFarland was elected secretary and Donald C. Carmichael, treasurer. The president will be chosen at a meeting of the directors, Saturday.

## QUINCY STORE CHANGES HANDS

Johnson's flower store in Quincy has been sold to Max Lakin, who took possession the first of November. Mr. Lakin is well known to the trade, having been connected with the Boston Supply Co. for several years, and is an experienced florist.

**IMMORTELLES**

*Ready for Immediate Shipment*

RED, BLUE, WHITE, PURPLE, YELLOW

**C. J. SPEELMAN & SONS**

470 GREENWICH ST., NEW YORK CITY

# ADVERTISING AND SELLING

## HANDLING COMPLAINTS

### Dealing With Cranky Customers—Hospital Orders

At the recent F. T. D. convention in Toronto, Mr. A. M. Terrill, of Calgary, read a paper on "Managing the Retail Florist's Business," which brought out many interesting points, among which was the necessity for accurate information and reliable advice on the part of the employee. He said that customers trust absolutely the advice given by store salespeople as to what flowers would be most desirable for different occasions. If such orders are not properly filled the customer loses confidence in the integrity of the management and service. Said Mr. Terrill:

"I am strongly of the opinion that this reason is the cause of more failures among florists than any other. Therefore, the successful manager of a retail florist business will always be most watchful to see that all customers are dealt with honestly, and that any grievances from customers, for any cause whatever, are at once adjusted to their satisfaction, as well as to that of the person to whom the buyer may have sent the flowers or plants. I am firmly convinced that the replacing of flowers or plants for a dissatisfied customer so that he is perfectly satisfied, even though there is doubt about the complaint beng justified, is the best advertising a retail florist can get."

### Discussion on Mr. Terrill's Paper

In the discussion following Mr. Terrill's paper, H. G. Dillemuth, Toronto, commended his attitude on customer's grievances. "I do not always think," he said, "that when a customer comes in with a complaint, it should be adjusted at once. I find there are certain customers who make a practice of complaining about almost every article they receive. I have one customer in Toronto whom it is absolutely impossible to satisfy."

Mr. Dillemuth stated that he tries to adjust complaints. Flowers when returned to the store, however, are sometimes wrapped in wax paper, with other paper on the outside, placed in a deep receptacle in the refrigerator, and then sent back to the customer 24 hours later. The trouble is that many people have not the proper facilities for keeping flowers, and the failure is largely due to the temperature. The florist should explain as fully as possible, the proper care and treatment.

Mr. Terrill thought that when a person complains, the matter should be taken up with him at once, as carefully as possible, in order to protect the prestige of the store. Frequently complaints are unjustified but the customer thinks he is right. An explanation that the flowers were fresh, but that possibly the room was somewhat warm, lets the customer know that the store has done the best possible for them. "At the same time," said Mr. Terrill, "I think it is a good thing to replace flowers and not criticise the customer so as to let him think the neglect is too much his."

In reply to a question regarding hospital orders, Mr. Terrill stated that they frequently create difficulty. Often the flowers sent are not received until the person sending them visits the hospital. It has been his experience that there is no use 'phoning the hospital, and that the best way is to adjust the matter with the customer, perhaps sending another lot.

C. J. Hay, Brockville, stated that they had been receiving some complaints regarding hospital flowers. On investigation they found that the flowers were all taken from the rooms in the evenings, and returned in the morning. The superintendent of the local hospital asked that flowers be sent only in the morning, for if delivered at night, they would be left in the reception room till the next morning.

## HERBERT ALEXANDER MARRIED

Herbert Alexander, son of J. K. Alexander, the dahlia specialist of East Bridgewater, Mass., and himself a prominent grower, was married Sunday, October 30, to Miss Ferna Sweney, of Whitman. The wedding took place in the Episcopal Church, which was elaborately decorated with chrysanthemums. The church was crowded to the doors with the friends of the happy couple, and the full Episcopal service was used, the vested choir of the church assisting. After the ceremony Mr. Alexander and his bride were driven to the latter's home where a wedding reception was held. The couple received a great number of beautiful gifts which attested to their popularity. Late in the afternoon they left on a wedding journey, without revealing their destination.

## THE BULB SITUATION.

Mr. C. J. Speelman, of Legarde & Speelman, New York City, is quoted as saying that there has been no surplus of bulbs shipped to the United States. He says that French bulbs are scarce, and that the demand exceeds that of any previous year. M. Van Waveren & Sons, 26 Cortland St., confirm this view. They say that Dutch shipments have been normal. Charles F. Meyer, 97 Warren St., says that there is no Japanese surplus, as the crop is shorter than last year. Charles Schwake & Co., 90 W. Broadway, declare that French and Dutch bulbs have arrived only in sufficient quantities to supply the trade. Segers Bros. Ltd., 1165 Broadway, find French bulbs are short by 25 per cent.

## BRIDAL FLOWERS

The illustration on the opposite page shows a complete bridal outfit, the flowers for which are available at the present time. These designs were made up by Gude Bros. of Washington, D. C., who are artists in this line. They might be duplicated in any part of the country with the following material:

Bride's bouquet, 5 white Cattleyas, 10 sprays of Phalaenopsis, and 125 Valleys.

Bridesmaid's crook, 1½ doz. Columbia roses, 1 dox. Bouvardias.

Flower Girl's baskets, 2 doz. Bouvardias and 50 Sweet Peas.


PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street

East Bridgewater, Mass.



Bridal Flowers

(See description on opposite page.)

# LA FRANCE

## *The Phenomenal Giant Everbearing Red Raspberry*

**Superior to any other Raspberry; produces large, juicy berries of finest aroma; very prolific, heavy bearer, absolutely hardy and free from disease.**



**Produced in the New England States, succeeds well in all sections.**

**Retails now at $6.00 per dozen, $49.00 per hundred. Strong field-grown plants.**

**Awarded First-Class Certificate by Massachusetts Horticultural Society and by all other Horticultural and Agricultural Organizations before whom it was exhibited.**

**Make reservation now with your dealer for Fall or Spring delivery.**


## STUDENT FLORISTS TRY SKILL

### Keen Competition at the Massachusetts Aggie Fair

A year ago the custom of a real old-fashioned "Country Fair" was established at M. A. C. This year, under the name of "The Aggie Fair," it was increased in size and in quality of exhibits.

G. H. Sinclair of Holyoke exhibited a vase of fine yellow chrysanthemums, also Enchantress carnations. Mark Aitken of Springfield displayed four vases of excellent roses, Ophelia, White Killarney, Columbia, and Frank W. Dunlop; also yellow and white chrysanthemums, Hunnemania, and a mixed bouquet of ruscus, purple beech, and Chinese Lantern Plant; the latter attracted much attention because it is not commonly seen.

In the competitive student exhibits, considerable competition was evident. There were seventeen basket arrangements of roses staged by the members of the class in Greenhouse Management, all of which were very good. In table decorations both the two-year and four-year classes in Commercial Floriculture competed separately, the two-year class using roses while the four-year students used carnations in various combinations with greens. These displays were all closely contested. Prizes consisted of ribbons given by the college and cash prizes offered by the Massachusetts Department of Agriculture. The decisions were as follows:

Basket Arrangements of Roses—First, R. D. Fuller, Woburn, Mass.; Ophelia and Maidenhair Fern. Second, R. J. Drexel, Tifton, Ga.; Ophelia and Asparagus plumosus. Third, A. B. Marshall, Greenwich, Conn.; Montgomery's Priscilla and Maidenhair Fern.

Table Decorations Using Roses, by the Two-Year Class—First, J. Balmayne, East Milton, Mass.; black bowl with White Killarney and Maidenhair Fern. Second, A. Wells; natural color willow basket, with White Killarney, Crusader, and Maidenhair Fern. Third, Miss K. L. Powell, Newton Center, Mass.; gray bowl with Premier.

Table Decorations, Using Carnations, by Senior Four-Year Students—First, V. S. Anderson, South Manchester, Conn.; cream-white bowl with Eureka and Asparagus plumosus. Second, Miss Elizabeth Coleman, Scranton, Pa.; gray basket with Enchantress and Maidenhair Fern. Third, Miss R. W. Hurder, Milton, Mass.; cream-white bowl with Enchantress and Asparagus Sprengeri.

MISS RUTH W. HURDER.

## CHICAGO RETAILERS TO EXHIBIT

The Chicago Florists' Club is planning for a fall flower show which is to be held in connection with the annual exhibition and meeting of the Chrysanthemum Society of America at the Auditorium Hotel, in Chicago, November 16 and 17. It is expected that there will be numerous large displays by Chicago's leading retailers. New and novel floral arrangements of many

kinds will be shown. Admission to the flower show will be by tickets which have been distributed by the retail florists of the city. One of the large establishments has ordered 10,000 tickets for its customers.

### FLOWER SHOW IN DENVER

An elaborate flower show was conducted in Denver, November 2, 3 and 4. It was held in the auditorium under the auspices of the Denver Society of Ornamental Horticulture, in connection with the Colorado florists. Chrysanthemums formed the main feature. Cut flowers and plants were shown in great numbers. A special department was given to floral arrangement, consisting of table decorations, baskets and bouquets. The show was in the hands of Mr. A. Kohankie, superintendent of Washington Park; Mr. E. P. Neiman of the Park Floral Company, and Mr. J. T. Roberts of the Roberts Rose Company. Mr. Robert Miller, of the Miller Floral Company, Salt Lake City, was chosen as judge for the exhibits.

### MRS. FRANCIS KING IN BOSTON

Mrs. Francis King, of Alma, Mich., who was recently awarded the George Robert White medal by the Massachusetts Horticultural Society, this being the first occasion that the medal has been awarded to a woman, has been visiting in Boston. While here she visited the Arnold Arboretum and inspected the orchid houses of Mr. Burrage of Beverly Farms. The medal given Mrs. King is of solid gold, made in a Philadelphia mint, from a design of John Hannigan, the noted medalist.

Mrs. King (Louise Yeomans) was born in Washington, N. J., on Oct. 17, 1863, the daughter of Rev. Alfred Yeomans, D. D., and Elizabeth Blythe (Ramsay) Yeomans. She was married to Mr. King in Chicago on June 12, 1890. She was president of the Garden Club of Michigan from 1912 to 1915, and was among the eight organizers of the Woman's National Farm and Garden Association, and is now its honorary president, Mrs. Russell Tyson of Chicago succeeding her last year. She is a vice-president of the Garden Club of America, and a member of the American Civic Association, American Dahlia Society, American Rose Society, American Gladiolus Society, Royal Horticultural Society of Great Britain, National Tulip Society of England and American Society of Fine Arts.


## FIELD-GROWN ROSES

2-year-old, extra strong
**Tausendschoen**
**Excelsa**
**Dorothy Perkins**
Fall Delivery.
$50.00 per 100.

**Paul's Scarlet Climber**
$1.00 each.

1-year old Field Grown
Jersey-Grown, almost equal to 2 year old stock

**Excelsa**
**Dorothy Perkins**
**Tausendschoen, Lady Gay**
**$30.00 per 100** extra value.

Packing extra at cost

## HYDRANGEAS

**Avalanche**
**Baby Bimbinette**
**Edaireur**
**E. G. Hill**
**Etineelant**
**Gen. de Vibraye**
**La Perle**
**Lils Mouillere**
**L'Eclatte**
**Louis Mouillere**
**Mlle. Agnes Barillet**
**Mlle. Rene Gaillard**
**Mme. Legon**
**Mme. Auguste Nonin**
**Mme. E. Mouillere**
**Mme. Maurice Hamar**
**Mont Rose**
**Radiant**
**Souv. de Mme. E. Chautard**
**Souv. de Lieut. Chaure**
**Souv. de Mme. Victor Raoult**
**Trophee**

Our plants this season are stronger and healthier than we have had before and the assortment of varieties is perfect.

| | 100 |
|---|---|
| From 4 in. pots | $20.00 |
| From 5 in. pots | 40.00 |
| From 6-in. pots | 60.00 |
| From 7-in. pots | 75.00 |

## CARNATION CUTTINGS

**NEW AND STANDARD VARIETIES**
**For December and Later Delivery**

**THOMAS C. JOY.** We believe this one to be the best all round pure white Carnation offered. It has been tested and tried in different sections of the country and without exception haas made good. December and later delivery. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**MAINE SUNSHINE.** Seedling of **Ward** and **Crystal White.** Good yellow Carnations are always in demand. **Maine Sunshine** is a good clear yellow. Rooted Cuttings, $15.00 per 100, $120.00 per 1000.

**LASSIE (Ward x Alice).** A commercial Carnation of exquisite shade of cerise. Very free bloomer. A decided improvement on **Ward.** Rooted Cuttings, $12.00 per 100, $100.00 per 1000

**WHITE DELIGHT.** It is an improved **Pink Delight** in all but color. Rooted Cuttings, $12.00 per 100, $100.00 per 1000

**REDHEAD (Aviator x Alice).** The finest scarlet Carnation today. Exceptionally free blooiner. Rooted Cuttings, $12.00 per 100, $100.00 per 1000

**RED MATCHLESS (Matchless).** Scarlet just a little stronger in growth than parent. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**HARVESTER.** A cross between **White Wonder** and **Matchless.** Pure white Rooted Cuttings, $10.00 per 100, $80.00 per 1000

**SUPER SUPREME.** An improved **Enchantress Supreme.** Rooted Cuttings, $8.00 per 100, $75.00 per 1000

**HAPPY DAY.** A very fine red. Rooted Cuttings, $10.00 per 100, $80.00 per 1000

**LADDIE.** The best of them all. Rooted Cuttings, $12.00 per 100, $100.00 per 1000

**All the standard varieties, prices on application.**

**TUBEROUS-ROOTED BEGONIA BULBS**

| 1½ to 2 in. in diameter | 100 |
|---|---|
| **Giant Belgian Double,** 7 colors | $15.00 |
| Crispa, 6 colors | 12.00 |
| Cristata, 7 colors | 15.00 |
| **Giant Belgian Single,** 7 colors ..... | 12.00 |

# C. U. LIGGIT

Wholesale Plantsman
303 BULLETIN BUILDING, PHILADELPHIA
New England Office: 15 Cedar St., Watertown Station, Boston
J. L. REUTER in Charge

# Ferns Ferns Ferns

**NEPHROLEPIS MACAWII (new)**

Beautiful, dwarf, compact plants

5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

**NEPHROLEPIS EXALTA BOSTONIENSIS**
**(Boston Sword Fern)**

**NEPHROLEPIS WHITMANI**

**NEPHROLEPIS VERONA**

**NEPHROLEPIS ROOSEVELT**

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

**Write For Florists' Prices**

# R. & J. Farquhar Company

6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I have just been spending an evening with "A Book of Gardens," published by John Scheepers, Inc., New York City. It has been out for some time, I know, but its interest is perennial, and at this season, when thoughts of garden makers naturally return to bulbous plants, it is a treasure trove. It is gotten out undoubtedly to sell the Scheepers products and yet it can hardly be called a catalogue. It serves the purposes of a catalogue, to be sure, because it lists a great number of plants, and gives the prices charged for them. In addition, however, it abounds with literary features never before found, I am certain, in any advertising literature. Likewise it contains a vast number of illustrations, not merely photographs, although there are many of them, but remarkably well executed drawings as well.

Mr. Scheepers calls it a treatise on American and foreign bulbs. This is a term, however, which is likely to frighten people away from the book. One inevitably thinks of a treatise as rather dry and heavy. There is nothing of the sort in this book, however, as may well be understood when I say that much of the writing is done by Mrs. Edward Harding, of peony fame; Mrs. Francis King, Mrs. Louise Beebe Wilder, and the Rev. Joseph Jacob, all of whom are as facile with the pen as they are familiar with garden lore.

In writing about bulbs for rock gardens, Mrs. Wilder makes an interesting suggestion. She says:

"Lilies are not always included as rock-garden plants but the dwarfer varieties are finely available for such usage, and their needs are often more easily ministered to than in less-restricted regions. One of the most striking Lilies for the rock-garden is Lilium tenuifolium, with dazzling scarlet 'Turk's Caps' carried on a slender stem. It likes a sunny situation in rather dry soil. Its beautiful variety, Golden Gleam, a fine apricot-yellow in color, is somewhat taller and more robust, but may be grown in a more open portion of the rock garden; a situation in partial shade where the soil is slightly damp is best suited to it. Lilium rubellum, with pink flowers, makes a lovely picture grown among ferns in soil containing a good deal of sand and leaf-mold. Other Lilies that will thrive and blossom under the same conditions are, L. philadelphicum, L. concolor, L. coridion, L. chalcedonicum, L. pyrenaicum, and L. japonicum (Krameri)."

Mrs. Wilder makes the additional point that lilies grown in a rock garden should have their stems protected by ferns or low shrubs, and suggests dwarf Lavender, Hyssop, Sun Roses, low-growing Daphnes, Vacciniums, and Andromedas.



Good Specimen of Rhododendron Carolinianum

The Rev. Mr. Jacob has some interesting ideas about planting crocuses. He says:

"Crocuses should be splashed upon the landscape with a broad brush—great irregular patches of purple ones, softening to lavender, then the striped sorts, like Mme. Mina, then pure white ones flashing into burning yellows. They grow and increase wonderfully in grassy places and nowhere show to better advantage, but the planting must be free and natural. A good way is to take a basket filled with the bulbs and walk about over the area it is desired to plant, casting the bulbs hither and yon, and dibbling them in where they fall. Much of their lovely effect is lost if they are planted 'mixed.' The varieties should be kept to themselves and blended, one into the other. The bulbs should be planted only about an inch beneath the soil."

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Mr. Jacob evidently sees a great future for Freesias when he writes: "Both in America and in England, Holland and Italy, the genus has been seriously taken in hand, and, in my humble opinion, the end is by no means as yet in sight. What have the Van Fleets and Fishers of America, and the Van Tubergens, Raggioneris, Chapmans, Dalrymples and Jacobs of Europe got up their sleeves? And what may they have in two or three years' time? We may confidently expect developments, not only in color, but in the shape, style and size of bloom, and in the height and habit of the plant as a whole."

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One writer in this manual, for that is what it actually is, has some very decided ideas about the right way to handle irises. He says:

"The best time to plant or to transplant Irises is immediately after they have flowered. At this time the new growth of lateral rootlets is just starting, and removal may be accomplished without appreciable check to the preparations of the plant for the coming year's flowering. On the other hand, if the removal takes place in autumn, these rootlets have by then matured and laid firm hold upon the soil, so that in the lifting they must inevitably be torn and severed, and a year is lost before the plant recovers itself sufficiently to bloom. Where it is not possible to procure plants at this most propitious time, early spring planting will be found more satisfactory than that carried out in autumn."

"In planting Irises of the Bearded section, the stout rhizome common to these plants should be set firmly, but

only part way, in the soil. The upper half of it should remain exposed, for the reason that the health of the plant is dependent upon the thorough ripening of this rhizome, and this is accomplished by exposure to the sun. It is a common practice to cover the rhizome with soil, and though in time it will work itself up to light and air, in the meantime the growth will be weak and flowers few and insignificant. For the same reason it is necessary to see that Irises planted in mixed borders should not be pressed upon and overshadowed by taller plants, nor the clumps invaded by scrambling cover plants."

Of course, much attention is given to peonies. Mrs. Harding has an excellent article on "Peonies for Connoisseurs." I like the tribute she pays to Soulange when she says:

"If Lemoine, creator of a wealth of horticultural splendor, had in all his life accomplished only the production of this one Peony, the flower-loving world would still be his endless, grateful debtor. This incredibly beautiful flower is difficult to describe adequately. It is high-built, compact, and composed of large, thick petals which closely overlap. The color is deep cream, tinged with amber throughout, and with a touch of soft salmon-pink glowing from its heart. This rare coloring, in combination with the heavy texture of the petalage, gives the bloom a radiance of beauty equaled only by pearls of finest orient."

I ought to refer also to what is said about Lilies, for they are treated with unusual detail, and the list comprises practically every Lily which can be grown in this part of the world. Space is limited, however, and I think that I have said enough to assure other garden makers a pleasant evening before the fireplace with this bit of the broad outdoors brought into the library. After all, it is one of the beauties of gardening that we can enjoy it vicariously, as it were, in the middle of winter, when the ground outside is blanketed with snow, as well as in midsummer, when we can come into direct contact with our garden favorites.


*GIANT PANSY SEED*

No. 10. Kenilworth Giant Exhibition
No. 12. Kenilworth Giant Prize
Each sort 1000 seeds, 50c. 1-8 oz., $1.35; ¼ oz., $2.50. oz., $10.00.
No. 22. Kenilworth Mixture
No. 30 Blotched
No. 32. Parisian
No. 34. Bronze Shades
No. 36. Triumph of Giants
No. 70. Orchid flowered
Price of the preceding 6 sorts: 1000 seeds, 35c; 1-8 oz., 90c; ¼ oz., $1.65; oz., $6.00
No. 24 Kenilworth Show
No. 28 Masterpiece
1000 seeds, 40c, 1-8 oz., $1.10; ¼ oz., $2.00. ½ oz., $3.75, oz., $7.50.
Giant Trimardeau in mixture or separate colors
1000 seeds, 30c; 4 pkts., $1.00; ¼ oz., $1.30; oz., $5.00.
Early Flowering or Winter Blooming Giant Pansies.
1000 seeds, 40c. 1-8 oz., $1.10; ¼ oz., $2.00. oz., $7.50.

*CHAS. FROST*
KENILWORTH, N. J.


# ORCHIDS

## ONCIDIUMS FOR FLORISTS

This is the season when some of the showy Oncidiums are in flower. What florist or layman has not admired the long, graceful sprays of Oncidium varicosium, and its variety Rogersii, probably the most intense yellow of any flower. Oncidium Forbesii and crispum are now at their best, both beautiful but now comparatively rare Orchids.

The Oncidium is a member of an extremely numerous genus numbering some 300 species, all epiphytal. The geographical distribution of this interesting genus is exclusively tropical America, some are found growing near the hot coastal regions, whilst others grow at an elevation of over 12,000 feet above sea level.

It is estimated there are or have been at different times 180 species under cultivation, most of which are noticeable for their long graceful sprays, the brilliancy of their coloring, and the grotesqueness of their flowers.

Probably the best varieties for the florist to grow are Oncidium varicosum, O. splendidum one of the best keepers of them all; O. ampliatum, O. Cavendishianum, O. Marshallianum, and O. Sarcodes.

Most of the varieties are of easy culture and delight in an intermediate temperature. Plenty of moisture should be given the plants whilst growing, but after the flowers have been cut the plants should be kept on the dry side until new growth commences.

## THE CYMBIDIUMS

There are about 50 species included in the genus Cymbidium. Most of the varieties in cultivation come from tropical Asia, a few from Africa and Australia. The plants have beautiful foliage and contrary to most Orchids are quite decorative even when out of flower. The flowers are borne on long upright stems numbering from 5 to 30 according to variety. One of the most remarkable things about this wonderful genus is the length of time the flowers will remain fresh either on the plant or cut, thus they make an ideal florists' flower. The hybrids that have been derived through artificial hybridization number some 30 or 40 varieties and contain some of the most beautiful combinations both in form and colors. Cybidium Insigne Sanderae, the beautiful pink variety introduced by Sander and Sons of St. Albans, England, some fourteen years ago and found by their collector growing at an elevation of 5000 feet above sea level, in the mountain ranges in northern India, has been used extensively as a parent in hybridizing, the hybrids derived from this particular species are amongst the finest in cultivation.

The cultivation of this unusual species is very easy compared to some other varieties of Orchids, providing a few fundamentals are observed. The plants should never be allowed to become dry at the roots, more water must naturally be given when the plants are growing than when they have completed their growth. Compost should consist of one third Osmunda fibre, one third sphagnum moss, and one third turfy loam. Temperature 55 degrees for species, with a rise of 10 per cent by day, with a 5 per cent higher temperature for all hybrids. Air should be freely admitted on all favorable occasions.

It is my firm belief that the Cymbidium is one of the coming flowers and will be grown generally wherever the public demand a flower that is beautiful, an extraordinary keeper and shipper, and a plant that is easy to grow.

DOUGLAS ECCLESTON.

## RHODODENDRON CAROLINIANUM

This rhododendron which, as its name indicates, is a native American plant, is rapidly coming into favor as it becomes better known. The Cherry Hill Nurseries, at West Newbury, Mass., are growing a generous block of this rhododendron, and expect that it will be used in a large way by nurserymen. R. carolinianum, while it sometimes grows to a shrub six feet high, is usually low and compact, which makes it well adapted to foundation planting and for use in other ways. The flowers are about 1½ inches across and borne in dense heads. They are pale rosy-purple in color and quite ornamental. It is a shrub which deserves to be widely propagated, a fact which nurserymen are beginning to realize.


**Choice Orchids**
**HYBRIDS**
Laelia-Cattleyas, Brasso-Cattleyas, etc.
**C. E. BALDWIN & CO.**
Mamaroneck, N. Y.



FANCY DAGGER FERNS

A No. 1 Quality, $2.00 per 1000

HENRY M. ROBINSON & CO., Inc.

2 Winthrop Square 32 Otis Street

Boston, Mass.

## ORCHIDS AND MUMS

### An Excellent Show Staged by the Massachusetts Horticultural Society

Boston is establishing an enviable reputation for the high character of its flower shows. The chrysanthemum show, which lasted from Wednesday to Sunday, was no exception. Although the number of exhibits was not large, the displays were staged with unusual taste. Instead of long rows of tables containing bottles of individual blooms, the main hall had two splendidly arranged groups as the central feature. One of them was put up by Loren D. Towle, of Newton, who is a new exhibitor, but who had a number of entries, and did much to make the show a success. Mr. Towle at his home in Brookline is building one of the finest ranges to be found on any private estate in New England, and is filling it with plants of the finest character, including orchids. Mr. Towle's group won him first prize, although his nearest competitor, Mrs. Homer Gage, of Shrewsbury, Allan J. Jenkins, superintendent, put up a group of such splendid character that the judges had considerable difficulty in making a decision. Another new exhibitor whose display aroused comment was Prof. A. Michael, of Newton. Mr. Michael showed two potted plants, one trained, of great size and surpassing beauty.

An exhibitor who has been at the show for several years, and whose chrysanthemums this year were as good as ever, is James Nicol, of Quincy, who is eighty years old. The flowers are grown only for his own satisfaction, in a small private greenhouse. There were some excellent Nerines from Faulkner Farm.

For the last two days Mr. Towle put up a special group at one end of the hall containing a large number of greenhouse flowers in variety, a display which illustrated the unusual resources of his range.

Perhaps no exhibit in the main hall attracted more attention than the begonias from the Thomas E. Proctor estate, Topsfield, Mass., James Marlborough, superintendent. These winter-flowering begonias, of immense size and in a variety of red with few lighter shades, were splendidly grown. It seemed hard to believe that they were produced from leaf cuttings made a year ago, as Mr. Marlborough stated to be a fact. This race of begonias has been in existence for about twenty years, the first crosses having been made in England. They are little known as yet in this country, and probably will never have any value commercially because of the expense of growing them, but they are ideal plants for private estates. Another lot of very fine plants came from the Webster estate in Brookline.

In the lecture hall the principal exhibit was made by A. C. Burrage, who had a large group of orchids. Mr Douglas Eccleston, the superintendent, had arranged them in order to make the most of the color values, a fact which aroused much favorable comment. L. B. Dane and Mr. Towle also had a good showing of orchids.

It was a pleasure to find the retail florists of Boston helping to make this show a success. A. S. Caplan had a large exhibit which included cut flowers, flanking a well arranged miniature landscape. The whole thing was very well done, and reflected much credit on Mr. Caplan's ingenuity.

Henry Penn had an unusual and very effective display. At the back was tapestry of rare beauty, with a bowl of flowers standing on a pedestal in front of it. It was an excellent example of what can be done with a little material skilfully used.

John J. O'Brien had a table of chrysanthemums, including designs for different purposes. This table attracted more than usual comment because of the rare taste shown in the use of the colors. The blending of flowers, ribbons and holders was exquisite. Comley also had a pretty table.

In the larger hall Patten & Co., of Tewksbury, showed the two new carnations which they are featuring, the white T. C. Joy and the pink Natalie.

Vegetables and fruits made an excellent show in one of the smaller halls. The T. J. Grey Co. made an exhibit which reflected much credit upon them. They showed a large number of splendidly grown vegetables.

The awards follow:

**AWARDS FOR PLANTS. Society's Prize. .Begonias**—Group of winter-flowering varieties to cover not exceeding 200 sq. ft.: 1st, Thomas E. Proctor. Any winter-flowering varieties, 6 plants: 1st, Thomas E. Proctor; 2d, Edwin S. Webster. Any winter-flowering varieties, 3 plants: 1st, Thomas E. Proctor; 2d, Edwin S. Webster. Chrysanthemums—Group, to cover 300 sq. ft.; 1st, Loren D. Towle; 2d, Iristhorpe. Group, to cover 150 sq. ft.: 1st, A. J. Jenkins. One trained specimen plant, Pink: 1st, Prof. A. Michael. Best Chrysanthemum plant on exhibition: Prof. A. Michael. Orchids—Group of Orchid plants in bloom, to cover not less than 200 sq. ft.: 1st, Albert C. Burrage. Group of Orchid plants in bloom, to cover not less than 50 sq. ft.: 1st, Ernest B. Dane; 2d, Loren D. Towle.

**AWARDS FOR FLOWERS. John Allen French Fund.** Carnations—One hundred blooms, mixed varieties: 1st, Loren D. Towle. Twenty-five blooms, mixed varieties; 1st, Loren D. Towle. Nerines—Display of cut blooms: 1st, Faulkner Farm.

**Henry A. Gane Memorial Fund.** Chrysanthemums—Twenty-five blooms, of twenty-five distinct varieties, named: 1st, Loren D. Towle. Twelve blooms, Japanese, named: 1st, Iristhorpe. Twelve

blooms, Japanese Incurved, named: 1st, Iristhorpe. Vase of twenty-five blooms, one or more varieties: James Nicol.

**Society's Prizes.** For the best display showing the various ways flowers can be used in home decoration: Caplan the Florist.

**Gratuities.** Loren D. Towle, decorative display of Chrysanthemums and foliage plants; James Nicol, four vases of large blooms of Chrysanthemums; Henry Stewart, Oncidium varicosum, Rogersii.

**Silver Medal, Cultural.** James Marlborough, Begonia Emily Cilbran.

**First Class Certificate of Merit.** Patten & Co., Carnation Thomas C. Joy.

**Honorable Mention.** Patten & Co., Carnation Natalie; Thomas Roland, display of decorative plants in pots; Caplan the Florist, artificial landscape display; Henry R. Comley, artistic display of cut flowers.

AWARDS FOR FRUITS. **Samuel Appleton Fund.** Apples—Baldwin, 12 specimens: 1st, E. C. Howard; 2d, George V. Fletcher. Bellflower: 1st, W. A. Stone. Delicious: 1st, E. C. Howard; 2d, H. A. Clark. Fameuse: 1st, E. C. Howard. Gravenstein: 1st, E. C. Howard. Jonathan: 1st, E. C. Howard. McIntosh: 1st, E. C. Howard; 2d, Wm. H. Atkins. Northern Spy: 1st, H. A. Clark; 2d, George V. Fletcher. Rhode Island Greening: 1st, E. C. Howard; 2d, Wm. H. Atkins. Roxbury Russet: 1st, E. C. Howard. Sutton: 1st, E. C. Howard.

**John A. Lowell Fund.** Apples—Tolman Sweet, 12 specimens: 1st, E. C. Howard. Wagener: 1st, E. C. Howard. Any other variety: 1st, E. C. Howard, Rome Beauty; 2d, E. C. Howard, Scarlet Beauty. Baldwin, 50 specimens: 1st, E. C. Howard. Any other variety, 50 specimens: 1st, E. C. Howard, King David.

**Theodore Lyman Fund, No. 1.** Crab apples—Hyslop, 25 specimens: 1st, E. C. Howard.

**John S. Farlow Newton Horticultural Society Fund.** Pears—Anjou, 12 specimens: 2d, George V. Fletcher. Bosc: 1st, Mrs. R. Goodnough; 2d, W. G. Kendall. Clairgeau 1st H. A. Clark; 2d, Warren H. Heustis. Comice: 2d, George V. Fletcher. Dana Hovey: 1st, Warren H. Heustis; 2d, W. G. Kendall. Lawrence: 1st, Edward B. Wilder; 2d, George V. Fletcher. Seckel: 1st, H. A. Clark. Sheldon 1st, H. A. Clark; 2d, George V. Fletcher. Vicar: 2d, E. C. Howard. Winter Nelis: 2d, E. C. Howard. Any other variety: 1st, Warren H. Heustis, Merriam; 2d, E. C. Howard, Keiffer.

**Marshall P. Wilder Fund.** Grapes—Native, 6 bunches, black: 1st, John Bauernfeind, Concord; 2d, Edward A. Adams, Wilder. Six bunches, white 1st, John Bauernfeind, Niagara; 2d, Charles W. Libby, Moore's Diamond. Six bunches, red 1st, John Bauernfeind, Brighton; 2d, John Bauernfeind, Delaware.

**Society's Prizes. Cranberries**—One peck 1st, Lucian J. Fosdick, McFarlin; 2d, Lucian J. Fosdick, Middleboro variety.

**Gratuity:** Mrs. R. Goodnough, basket of Bose Pears.

AWARDS FOR VEGETABLES. **Society's Prizes.** Onions—Allsa Craig, 12 specimens: 1st, Thomas W. Little. Any other yellow or straw-colored variety: 1st, E. A. Clark, Cranston's Excelsior. Any red variety: 1st, J. Arthur Nixon. Parsley—Four qts. 1st, J. Arthur Nixon. Parsnips—12 specimens: 1st, Thomas W. Little; 2d, J. Arthur Nixon.

**Levi Whitcomb Fund.** Potatoes—Green Mountain, 12 specimens: 1st, Edwin H. Lewis; 2d, Hillcrest Gardens. Irish Cobbler: 1st, Mrs. C. E. Cotting; 2d, Thomas W. Little. Vermont Gold Coin: 1st, Edwin L. Lewis; 2d, Thomas W. Little. Early Ohio: 1st, Thomas W. Little. Any other variety: 1st, Thomas W. Little, Spaulding Rose; 2d, Thomas W. Little, Norcross. Salsify 12 specimens: 1st, J. Arthur Nixon; 2d, Hillcrest Gardens. Squash—Hubbard, 2 specimens: 1st, Warren H. Heustis, Green Hubbard; 2d, Warren H. Heustis, Blue Hubbard. Any other variety: 1st, Thomas W. Little, Vegetable Marrow. Turnips—Rutabaga type, 6 specimens: 1st, Edwin L. Lewis.

**Society's Prizes.** Collection of Vegetables—12 varieties: 1st, Thomas W. Little; 2d, Hillcrest Gardens. Collection of Vegetables—6 varieties: 1st, J. Arthur Nixon; 2d, Mrs. E. C. Cotting.

**Gratuities.** J. Arthur Nixon, 2 dishes of Peppers; Edwin L. Lewis, bushel Green Mountain Potatoes; Leo Amendolio, Italian Squashes; Warren H. Heustis, Giant Pascal Celery; Thomas J. Grey Co., collection of vegetables.

**Silver Medal.** Thomas J. Grey Co., Collection of Vegetables.

**Honorable Mention.** Howard Marston, Display of Peanuts.


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## Special Offer of Cyclamen Seed

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We are in receipt of advice from Mr. Ferd. Fischer authorizing us to make a reduction of 20% from the list enclosed on his well known, celebrated strain of **CYCLAMEN SEED**. Mr. Fischer is desirous of having you plant some seed this month, or about the first part of November, as seed planted at this date will develop stock for your next Christmas trade in 5-, 6-, 7- and 8-inch pots.

**Note**—Many seeds have come over to this country, supposed to be German grown, that in reality were grown in other countries. Many of the diseases now complained about among the florists are due to lack of good strain.

**Robert Craig**, of Norwood, Pennsylvania, has now for your inspection, 50,000 plants in 5-, 6-, 7-, 8- and 10-inch pots, all well established, true in color and healthy, all grown from Mr. Fischer's seed supplied by us.

When securing seed for October and November planting, we ask that you keep our seed separate from other strains and you can then determine for yourself the quality, and the vigorous growth that Mr. Fischer's strain makes.

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**CLASS ARTICLES.** Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles; Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

**GENERAL INDEX.** The final volume contains a complete index to the entire work, enabling the reader to locate volume and page of any subject he has in mind.

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## BULB ORDERS HEAVY

### McHutchison & Co. of New York Have Had to Refuse Many Orders

There have been many conflicting reports about the bulb situation so that an authoritative statement from McHutchison & Co., who handle great numbers of bulbs every year, is of special interest. They say:

"To date 14 carloads of Japanese lily bulbs have been distributed, but 8 more are en route, with others still to come. Since Sept. 1st we have been refusing orders for Giganteum, as we may receive not more than enough to take care of advance orders. In general we figure that only about 70% of American requirements in Giganteum will arrive from Japan, the shortage being fully 60% in the 8-10 and larger sizes. Every case must be paid for in full before it leaves Japan.

"On French bulbs we were sold up clean very early, as we were short-shipped several hundred cases. Paper Whites were very scarce in standard sizes, many small bulbs being forced on the market due to manipulation and shortage. True Soleil d'Or were abnormally high in price. Lilium Candidum and White Romans were also very scarce..

"Prices on Dutch bulbs were very reasonable and the quality extra fine this season. We were cleaned up very early, and had to refuse hundreds of orders. There seems to be no surplus of first size forcing bulbs anywhere. This season has demonstrated to many buyers that they can get better bulbs at lower prices from reliable American importers, most of whom advertise in the trade papers, than by importing direct from Holland themselves.

"Shipments of Kentia and Areca seeds are now en route, and the first shipments of Manetti stocks are soon due to arrive.

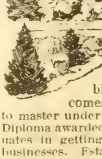
"We have seen nothing of 'the business depression' we read so much about. On Nov. 1st we were 480 orders ahead of the same date last year —and last year was our largest in 20 years. On collections we have nothing to complain of, though less bills are being discounted than in former years."

**DEPENDABLE STOCK**

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|---|---|
| **NEPHROLEPIS Bostoniensis** | |
| 5-5½ in. | $0.75 |
| 6 in. | 1.00 |
| 6½-7 in. | 1.50 |
| **Teddy Junior** | |
| 5 in. | .75 |
| 6 in. | 1.00 |
| **Macawii** | |
| 5 in. | .75 |
| 6 in. | 1.00 |
| **Verona** | |
| 5 in. | Each .75 |
| 6 in. | Each 1.00 |
| **Whitmanii** | |
| 6 in. | Each 1.00 |
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| **Roosevelt** | |
| 5 in. | .75 |
| 6 in. | 1.00 |
| 7 in. | 1.30 |
| **DRACAENA Rothiana** | |
| 5½ in. | 1.00 |
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| 6½ in. | 2.50 |

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## GOOD PUBLICITY FOR GALVIN

The Boston Post recently published a flattering notice of the Galvin family. It reads in part as follows:

Four generations of the Galvins have been successful florists in New England.

Mr. John Galvin, grandfather of Mr. Thos. F. Galvin, Jr., opened a florist shop in Newport, R. I., in 1820. In 1847, his son, now Thos. F. Galvin, Sr., opened the first flower shop in Boston at the corner of Washington and Winter streets, and continued in the business at various locations until recently, when he severed his connection permanently with the Thos. F. Galvin, Inc., of Boston and New York, with the intention of retiring from the business, but in response to the earnest solicitation of his son, Thos. F. Galvin, Jr., became associated with him at 226 Devonshire street, which is their only place of business, he consented to give his long experience with flowers for the benefit of his son's business.

Among the work done by the Galvins in and about Boston has been the laying out of lawns and gardens for many of the large summer estates at Newport and other nearby resorts. The famous "Lawson Pink," one of the most successful and popular of carnations, was developed and brought out by Mr. Galvin. The idea of ordering flowers by telegraph originated in the fertile brain of the Galvin family, and has since been adopted by all leading florists of this country and abroad. Mr. Galvin has made 14 trips to Europe for the purpose of enlarging his acquaintances, establishing agencies and perfecting his experience in the flower business.

The present store of Thos. F. Galvin, Jr., which is in the heart of the flower market, is admirably located to accommodate the business man of today who can drop into the store on his way from his office to the station and order flowers with the assurance that they will be the freshest and best obtainable and delivered and arranged in keeping with the best possible taste.

## NEWS NOTES

Henry F. Fife, an employe of the Adams Nursery Co., of Springfield, Mass., has gone into politics, having taken out nomination papers as a candidate for Congress.

Trepel, the florist, of Brooklyn, has increased his capital stock from $10,000 to $100,000.

W. J. Guille, formerly head of the bulb department at the J. C. Vaughan store in New York, has been appointed store manager in place of E. A. Hartland, who has recently resigned.

P. W. Popp has joined the forces of W. E. Marshall & Co., 116 West 23d street, New York City. Mr. Popp has had long experience as a private gardener as well as a traveling salesman.

William F. Gude, of Washington, has been reappointed a member of the District Rent Commission of that city. The original appointment of Mr. Gude was made last June by Pres. Harding.


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| ½ in. | 7.00 |

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| First Size Named, 19 cm., in variety | $70.00 |
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| Fancy Forcing, 16-17 cm., (sep. shades) | 40.00 |

EARLY SINGLE TULIPS

| | 1000 |
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| Artus | $20.00 |
| Fred Moore | 19.00 |
| La Reine | 20.00 |
| Cottage Maid | 35.00 |
| Rose Luisante | 34.00 |
| Chrysolora | 25.00 |
| Yellow Prince | 20.00 |
| Keizerskroon | 22.00 |

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| Murillo | 19.00 |
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beds for planting as soon as frost comes

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Best American Rose Stock for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.
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# —HORTICULTURE—

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Says Sam: If the folks who are always throwing cold water would only join the fire department, maybe somebody would be glad to see them once in a while.

**Growers and Retailers.** Is it possible for growers and retailers to see things from the same viewpoint? We do not think that it is, any more than it is possible for farmers and store keepers to see eye to eye. With the present methods of the business world, the average business man buys as cheaply as he can, and when he sells, endeavors to get as much as he can. There is a never ceasing struggle between the producer and the seller along these lines. It is no more possible for the two to get together on a mutual basis than it is for the lion to lie down with the lamb in the present state of the world's progress, unless, of course, the lamb be inside the lion.

* * *

Does this mean that there can be no co-operation between growers and retailers? We do not think so. We believe that a little reflection will show both classes of florists that they have certain things in common, and should work together along the lines of their development. In other words, they can co-operate in creating a greater demand for flowers, because both of them will profit from that increased demand. If there is any campaign for educating the public to buy more freely, then everybody who has to do with the growing or marketing of flowers should help bear the expense. All this can be done without overlooking the fact that the rivalry between the growers and the retailers will still go on. Whatever either class can do along lines of legitimate endeavor is justifiable, we believe, even though it may not meet with the approval from the selfish standpoint of the other class. These things should not prevent a general getting together in regard to matters which affect all classes alike.

We do not think that retail prices can be expected to fluctuate as widely as wholesale prices. If they did there would be a constant disturbance in lines of retail trade. Gradual changes and a fairly well sustained average are more likely to hold the trade of flower buyers in about the same volume. It is difficult for the public to understand continual changes if they are very marked. Properly speaking, retailers should be allowed a liberal profit when flowers are cheap, and a much narrower margin of profit when they are high. If they should reduce their prices commensurate with the falling off of prices at wholesale, they would necessarily have to charge at the same rate when flowers are scarce, which would increase the price to the consumer, making it almost prohibitive. This is a point often overlooked, but one of importance.

* * *

There is another matter to be considered, and it relates to special sales. In one way flowers are different from other commodities. They are perishable, and must be used at once. When a bargain sale is advertised of gloves, hammers or shirts, buyers feel justified in purchasing them for future use, putting them away until they are needed. This obviously cannot be done with flowers, and puts a different complexion on the matter of bargain sales.

People as a rule buy flowers for special occasions, like weddings and funerals, although, of course, there is a certain steady sale of flowers for household decoration. When a man or a woman is buying funeral flowers or wedding flowers, he or she seldom "shops around," as the saying is. They are more likely to go to a shop with which they are familiar and leave their order. You can't imagine the average person going to one store and asking "What is your price on crosses, wreaths, or gates ajar today?" and then going down the street to the next florist and asking him the same question, and buying from the lowest bidder.

* * *

At the same time there is no question but what special sales can be featured with success. Their chief purpose is to relieve a temporary glut. Now it is the grower who suffers from such a glut, and not the retailer. Consequently it is the grower who needs the special sale. Retailers often deprecate such sales, believing that they have a tendency toward lowering prices. Here is a rock on which the two classes of florists are certain to split. Nevertheless, the retailer, if he is a thinking man, should realize that the success of his business depends largely upon the success of the grower who furnishes him with flowers. He should be willing to stage special sales on occasion, with that thought in view. A little argument will often show a retailer why he should co-operate in such a plan. Then it is necessary to take the public into the confidence of the florists, and to tell them in well prepared advertising that a temporary over-supply of flowers makes it possible to sell them at a reduced price for a limited season, and urging them to use flowers more plentifully for gifts, remembrances and in the home. In the end publicity of this kind is certain to have a good effect all along the line by creating a permanent increased demand for cut blooms.

# "Montgomery's Priscilla"

That's the name of the new pink rose! The name will be "Priscilla" probably after the public has had it a while, but we have had to add the prefix to cover the rules of nomenclature.

In order to get someone who knows more about roses than we do to give an unbiased, honest opinion on the merits of this rose, we have placed 12 plants of it with each of the following rose growers:

E. G. HILL CO., Richmond, Ind.
DAILLEDOUZE BROS., Brooklyn, N. Y.
ALBERT H. AMLING CO., Maywood, Ill.
DUCKHAM-PIERSON CO., Madison, N. J.
ROWAYTON GREENHOUSES, Rowayton, Conn.
MILLER FLORAL CO., Farmington, Utah
WELLWORTH FARM GREENHOUSES, Downers Grove, Ill.
A. S. BURNS, JR., Spring Valley, N. Y.
ROBT. SIMPSON, Clifton, N. J.
CHAS. H. TOTTY CO., Madison, N. J.
NOE-RUZICKA CO., Madison, N. J.
WM. H. ELLIOTT CO., Madbury, N. H.
ANTHONY RUZICKA, Madison, N. J.
W. J. PILCHER, Kirkwood, Mo.
JOS. HEACOCK CO., Roeloffs, Pa.
WENDLAND & KEIMEL, Elmhurst, Ill.
JOY FLORAL CO., Nashville, Tenn.
ROBERTS ROSE CO., Denver, Colo.
GEO. C. WEILAND, Evanston, Ill.
LAKEVIEW ROSE GARDENS, Jamestown, N. Y.
BASSETT & WASHBURN, Hinsdale, Ill.
HARRY O. MAY, Summit, N. J.
F. R. PIERSON, Tarrytown, N. Y.
L. B. CODDINGTON, Murray Hill, N. J.
JOS. H. HILL CO., Richmond, Ind.
STEPHEN MORTENSEN, Southampton, Pa.

Ask them about it, if you will, at any time. They have our permission to tell the truth. We are going to let this rose sell itself! We shall be simply order takers.

A. N. PIERSON, Inc. Cromwell, Conn.


## THATCHER GOES ABROAD

The many friends of A. E. Thatcher will be pained to learn that he has been obliged to give up his position at Oyster Bay, owing to ill health, and leave for England. Mr. Thatcher has been in charge of the large estate of William R. Coe. He was formerly at the Arnold Arboretum, Boston, and afterwards in charge of the Mt. Desert Nurseries at Bar Harbor.

A. J. Loder, the well known florist of Bangor, Me., has purchased a lot of land at the corner of Center and Somerset Sts., where he will build a new modern dwelling.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**
226 DEVONSHIRE STREET
BOSTON, MASS.


## George Watson's Corner

"You in your small corner and me in mine."

Among the chrysanthemums noticeable among the topnotchers in the market at present are: Rose Perfection, which is said to be an Improved Chieftain, and is a very beautiful light pink, of fine incurved form. Another good pink, of a darker shade and of a rather rugged, reflex formation, is the McNiese. Richmond is about the best among the yellows, and Charles Rieger among the whites. Both of the latter are of incurved formation, and very large and fine.

The retail cut flower business in the United States is, perhaps, more highly developed than in most other countries. This is especially so in regard to the big holidays, such as Christmas, Easter, Memorial and Thanksgiving. But we have not reached the limit by any means, and the trade is well aware of it, as is shown by its vim and spirit at the Society meetings, such as the S. A. F. and F. T. D. have recently held. In this connection, a very good suggestion has just been made by Samuel S. Pennock, who has just returned from a six months' visit in Europe. He says over there they have developed birthday greetings very much more than we have on this side of the water. Henry Penn will no doubt make a note of this and hand out a good program to his fellow workers as to how best to go about a better development along this particular branch of their business.


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FIRST SIZE, NAMED — Single and Double.
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| Boston | $6.00 | $55.00 |
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| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 10.00 | 95.00 |

Fern Runners $15 and $30 per thousand.

Plant runners now for your Easter trade and save express.

Henry H. Barrows
*Fern Specialist*
264 High St., Whitman, Mass.

CHARLES H. TOTTY

Chrysanthemums

MADISON - NEW JERSEY

IRIS and PEONIES

We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.

GEORGE N. SMITH
Wellesley Hills, Mass.

John Jensen and George Watson are both sixty-oners—and kind of pride themselves about nothing. But really, being a sixty-oner does sometimes mean something. I was handed an envelope the other day because of my sixtieth, and it had sixty crisp new ones in it! I don't know just who to thank for this, so I take this public opportunity of expressing my feelings to the bashful ambassadors. Yes, I was sixty, sixth of October last—and my mother once told me as a joke that I was also born on the sixth day of the week and at six in the morning. Also, I started my apprenticeship to the seed business Dec. 6th, 1876—so six must be my lucky number. It's great, in some ways, to be a sixty-oner, and John Jensen and I took the advice of one of many verses accompanying the memento:—

"Then here's a hand my trusty friend
And gies a hand o' thine
And we'll tak a richt guid willy waucht
For the days o' auld lang syne."

As to where we got the "willie waucht," I refuse to answer, as I do not want to get into any trouble with our dear friend, Cotton Mather Volstead. There are a few tunnels, leading to the sea beach and the off-shore pirates, which we must keep strictly to ourselves.

John Jensen is a Daring Dane from Denmark, who braved the unknown wilds and proved himself a Dandy Boy some thirty years ago. Today he is a Dandy American, with a Dandy Business of his own and a Dandy American Family. He may not be able to get me on "the sixes," but he sure has me locoed on the sevens. As for the ace, I can't even show a queen to his slam-down. So John wins!

Mark Mills has been doing noble work on behalf of the "Say it with Flowers" campaign in the city and surrounding territory. He has been going the rounds in his auto for weeks, and his persuasive voice and keen arguments have made most of them come across. The easy ones like to sit still and see the live fellows spend their money and do the work, and they chuckle as their business increases. But it takes men like Mr. Mills to bring them to time and make them cough up their share. To their credit, however, it must be said that Mr. Mills finds only about one in a hundred—when properly approached; but will give his fair share—knowing that he is getting full value. Costs money, but it pays to keep the ball a rolling.

Of course it is needless to add that all this time, energy and expense on Mr. Mills' part is free gratis and a part of his contribution to the gen-

GLADIOLUS BULBS
For
GREENHOUSE FORCING
and
SPRING PLANTING
All Varieties
Any Quantity
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VALLEY PIPS, German and Dutch, from cold storage.
FICUS ELASTICA, rooted mossed cuttings or pot-grown.
CALLA BULBS, Elliottiana.
BAMBOO CANES, Natural and Dyed Green, all sizes, bale lots.
RAFFIA, Natural and Colored, 25 lbs. up.

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JAP. LILY BULBS, F. O. B. New York, Chicago, Denver, Toronto, etc.
VALLEY PIPS, German and Dutch, best forcing pips.
MANETTI STOCKS, English or French, selected for greenhouse grafting.
ROSES and LILACS, best forcing varieties.
BEGONIA and GLOXINIA BULBS, all colors, and sizes.
PALM SEEDS, Kentia Forsteriana and Belmoreana, per bushel or 1000. Cocos Weddeliana, Areca Lutescens.
GLADIOLI BULBS, best commercial varieties; all Northern grown bulbs.
Write for prices on business stationery, specifically stating your requirements.

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eral good. We must give him full credit for his fine work which is beyond money and beyond price. So, boys, get your check books out, when Mark comes along, and be as generous as you can.

---

Samuel S. Pennock blew into his home burg, Philadelphia, about noon Saturday, the day after the boys in New York City had taken our thunder at their reception in that little village on his landing. Of course Sam couldn't help himself! But we Philadelphians will wait our turn, just the same, and maybe we will make our hearts bubble up as humanly as the New Yorkers did. They did the right thing, anyway, and did it well—even if they did steal a little of our Philadelphia thunder. We extend to them our sincere and distinguished congratulations.

---

David O'Connell, for 40 years superintendent of the Maple Avenue Nurseries at West Chester, Pa., died October 24th, aged 60 years.

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## TARRYTOWN HORTICULTURAL SOCIETY

The twenty-third annual floral exhibition of the Tarrytown Horticultural Society was held in Music Hall on November 2nd to 4th. The hall was turned into a bower of flowers, the boxes being decorated with Southern Smilax.

On the stage was located the plant exhibit of Mr. William B. Thompson, and in the rear of the hall was the fine exhibit of Mr. John D. Rockefeller. In the front of the hall was the very decorative exhibit of Mr. F. R. Pierson of Roses, Chrysanthemums, and Ferns, which together with the plants on the stage and the very beautiful exhibits in the hall made it one of the finest exhibits that has ever been given by the Society. The quality of the exhibits was unsurpassed. While the show was not large, the quality was of the very best.

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TWO NEW SALVIAS
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Salvia, White Bonfire. Salvia, Salmon-Pink Bonfire. 2½ inch pot plants, $40 per 100; 250 for $90; 500 for $160; 1000 for $300.

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Red Barney, Brilliant Red. 2½ inch pots ready November 10th. $8.00 per dozen, $55.00 per 100.

Mrs. Geo. E. Buxton, Double Rose Pink. 2½ inch pots ready December 15th. $15.00 per 100, $125.00 per 1000.

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|---|---|---|
| Natt Buchner, Rooted Cut tings | $4.00 | $27.50 |
| Poitevine, Radiant, Rooted Cuttings | 4.00 | 35.00 |
| Natt. Buchner 2½ in pots | 6.00 | 50.00 |
| Rooted, Poitevine Mentmore 2½ in pots | 7.00 | 65.00 |
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Frank Chesbro, Jr., and William Peach are to establish a florist business at Springville, N. Y., near Batavia. They are to put up several greenhouses.

The Mutual Floral Supply House has filed its certificate of trade name in the courthouse at Passaic, N. J. Anthony Ballerini, of Park Ridge, is named as agent in charge.

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Fifty Years
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### FIFTH NATIONAL FLOWER SHOW

All arrangements are now practically completed covering the Fifth National Flower Show, so that from now on details only will demand attention. The Guarantee Fund of $20,000, which the National Flower Show Committee decided to raise, is now over subscribed, the total now being $20,657.00.

The little doubt which has all along existed in the minds of some as to the Auditorium in Cleveland being ready in time for the Show has been removed. Among the functions sched-

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440 Main St., Buffalo, N. Y.
ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.
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The Far-Famed Flowers of
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**The Leo Niessen Company**
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uled to take place in the building before our exhibition is a big automobile show, and a public reception to Marshal Foch and other notables.

Reservations of trade space in the Show are continually being made, and there is much correspondence passing between the Secretary's office and prospective exhibitors. Up to date the following have contracted for space:

Pittsburgh Cut Flower Co., Pittsburgh
Henshaw Floral Co., New York City
A. N. Pierson, Inc., Cromwell, Conn.
Schloss Bros. Ribbons, Inc., New York City
Mead-Suydam Co., Newark, N. J.
American Bulb Co., Chicago, Ill.
Walter E. Cook, Inc., Cleveland, Ohio
Vaughan's Seed Store, Chicago, Ill.
Ideal Power Lawn Mower Co., Lansing, Mich.
H. Bayersdorfer & Co., Philadelphia, Pa.
The Zane Pottery Co., South Zanesville, Ohio.
W. Atlee Burpee Co., Philadelphia, Pa.
L. C. Stroh & Sons, Batavia, N. Y.
Joseph G. Neidinger Co., Philadelphia, Pa.
Florists Exchange, New York City
Henry A. Dreer, Inc., Riverton, N. J.
Carl Hagenburger, W. Mentor, Ohio
B. Hammond Tracy, Inc., Wenham, Mass.
The Basket Shop, Bellefonte, Pa.
J. A. Evans Co., Richmond, Ind.
Pulverized Poultry Manure Co., Chicago, Ill.
Quincy Art Willow Ware Co., Quincy, Ill.
Muller-Sealey Co., Inc., New York City
The McCallum Co., Inc., Pittsburgh, Pa.
Lord & Burnham Co., Chicago, Ill.
Roman J. Irwin, New York City.

The National Flower Show Committee is to meet in Cleveland on November 17 and 18. At the meeting also will be present Robert Pyle, president of the American Rose Society; Wallace R. Pierson, chairman of the same Society's committee on Commercial Growers' interests, and A. F. J. Baur, secretary of the American Carnation Society, who will discuss with the committee their plans for co-operation in the Show. On Thursday, November 17, the committee will be guests at luncheon of the Rotary Club.

JOHN YOUNG,
Secretary.

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WHOLESALE COMMISSION FLORISTS
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PANSY PLANTS, GOODELL'S, Pansy Park strain, giant flowering mixed, well rooted, medium size. 5000 and over, at $3.50 a 1000; 1000 and over, at $4.50 a 1000; 1000 larger, at $5.50 a 1000. Pansy Park Floral Gardens, Dwight, Mass.

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FERNS—Pot Grown, fine plants. Boston, Teddy Jr., Scotti, Whitmanii, etc. Assorted $25.00 per 100, any quantity. Alonzo J. Bryan, Wholesale Florist, Washington, New Jersey.

VINCAS
100,000 EXTRA LARGE FIELD GROWN VINCA VARIEGATA—$10 per 100, $95 per 1000. Try them. Alonzo J. Bryan, Washington, New Jersey.

SNAPDRAGONS — From 2¼-in. pots. Silver, Pink, Nelrose, Keystone, Philips white and yellow, $5 per 100, $45 per 1000. Liberal extras, try them. Alonzo J. Bryan, Wholesale Florist, Washington, New Jersey.

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Catalogue on Application.
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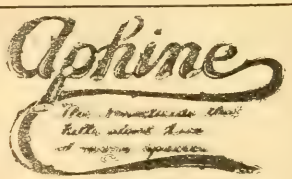
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**WHOLESALE FLORIST**
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CHOICE BEAUTIES, ORCHIDS, VALLEY, ROSES and all Seasonable Varieties of Cut Flowers




THE RECOGNIZED STANDARD INSECTICIDE

A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

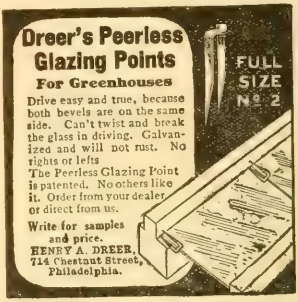
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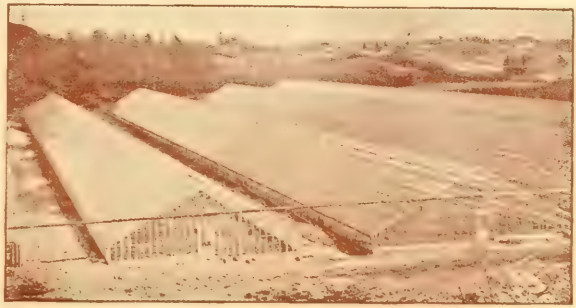


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PECKY CYPRESS FOR BENCHES, CYPRESS TANKS
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| 20 | 18 in. | 3.65 | 39.60 | 322.30 |
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For years we have been looking for a white Rose, that would serve as a general purpose Rose. At last we have found it in Fred Lemon's **"ANGELUS."** One of the easiest varieties we know of to grow, very free flowering and vigorous, without a suggestion of mildew. **COME AND SEE IT GROWING HERE IN MADISON.** You will be delighted with it, on account of its floriferousness and wonderful growth.

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**PRICES**

| Own Root | Grafted |
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MADISON, NEW JERSEY

# HORTICULTURE

Volume XXXIV NOVEMBER 25, 1921 Number 10





W. H. Wyman, Prop.
1894-1921

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Splendid lot of Roses coming in—unusually good quality. Especially Columbia in fine shape at present, and in quantity with us—$8 $12, $15, $20, $25 per 100.

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# FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time.

**NEPHROLEPIS VICTORIA** (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

**NEPHROLEPIS ELEGANTISSIMA.** Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

**NEPHROLEPIS ELEGANTISSIMA COMPACTA.** 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

**NEPHROLEPIS MUSCOSA.** Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

**NEPHROLEPIS HARRISII.** 10-in., $5.00 to $7.50 each.

**NEPHROLEPIS DWARF BOSTON.** 3½-in. pots, $25.00 per 100; 6-in., 75c each.

## ROSES

**HADLEY, F. W. DUNLOP, and HOOSIER BEAUTY,** own root, nice plants, 3½-inch, $30.00 per 100.

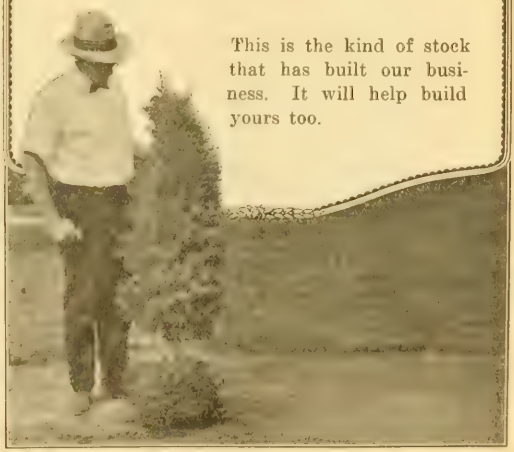
**DOUBLE WHITE KILLARNEY, WHITE OPHELIA, OPHELIA and SILVIA,** grafted, nice plants, 3½-inch, $40.00 per 100.

**ENGLISH IVY,** nice plants, 4-in. pots, bushy, 25c and 35c each, according to quality

Packing added extra at cost.

**F. R. PIERSON, Tarrytown, N.Y.**

WYMAN'S
**Framingham Nurseries**
FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# Cherry Hill Quality

**SPECIMEN EVERGREENS, ORNAMENTAL SHADE TREES** and **SHRUBS. ALL WITH EXCELLENT ROOTS** and **SHAPELY TOPS** and grown for our vigorous New England climate.

**PEONIES, IRIS, PHLOX** and **HARDY GARDEN PERENNIALS** in **CHOICE VARIETIES.**

## CHERRY HILL NURSERIES

**WEST NEWBURY, MASS.**

**(T. C. Thurlow's Sons, Inc.)** **Not Open Sundays**


### AN OLD FLORIST PASSES AWAY

Thursday evening, November 10, Mr. George W. Marshall, a retired florist, passed away at his home in Medfield, Mass., after an illness of over six months. He was born in Yorkshire, Eng., November 7, 1841, and came to this country with his parents when a small boy. He learned his business partly in Troy, N. Y., afterwards with James Fleming, Yonge street, Toronto, Can., a florist and seedsman.

Mr. Marshall served in the Civil War, and was under Gen. Thomas at Nashville, Tenn., when President Lincoln was shot. He worked on many private estates in greenhouses and also landscape gardening. He had at one time greenhouses in Natick and a small store on Boylston street, Boston. In 1855 he bought land in Everett, opposite Woodlawn cemetery, and erected a number of greenhouses and a large store, where he did business for a number of years. This business was given up owing to ill health, but Mr. Marshall was always interested in the trade, and kept well informed in regard to it.

He leaves a widow, five daughters, one son, a world war veteran, and one brother, ex-superintendent of Woodlawn cemetery.

A new store in North Attleboro has been opened by A. H. Dolan, who for several years was with Howard Vose, at Attleboro.

### NEW ENGLAND NOTES

Walke, the florist, of Salem, Mass., has purchased the handsome greenhouse of Frederick McQuesten, of Marblehead, and has moved it to a new location at the Walke Conservatories on Loring avenue.

Hubert M. Canning has taken over the business of his father, the late Edward J. Canning, of Northampton. In the future the business will be conducted under the name of the Edward J. Canning Co. The younger Mr. Canning has had a great deal of horticultural training, and for some time has been his father's right-hand man in carrying on the nursery at Northampton. His father was one of the best known nurserymen and gardeners in New England, and his death is widely lamented.

### NURSERY COURSE AT AMHERST

Much interest is being shown in the special course for men engaged in nursery work which is to be given at the Massachusetts Agricultural College, beginning January 2, and continuing through ten weeks to March 10. This course has been arranged for through the activity of the New England Nurserymen's Association, the committee in charge being Richard Wyman of the Framingham Nurseries, Theodore F. Borst of Little Tree Farms, and W. E. Campbell of the Elm City Nurseries. The Massachusetts Nurserymen's Association is represented by Harlan P. Kelsey. Only 25 students can be enrolled this year, owing to limited facilities, and there will be no tuition fee. In fact, apart from the cost of board and room, there will be no charges except the $5.00 for registration and $5.00 for books. This course should be of no little value to young men who want to make the nursery business their life work.

### FLOWERS SHIPPED TO BOSTON

It is reported that some of the retail florists in Boston are now buying quite heavily in New York. According to one statement 60 cases of cut flowers came over by express on Monday and Tuesday.

### THE MARKET

The market still remains very dull in spite of Thanksgiving buying. Chrysanthemums are far too plentiful, and the market is swamped with Pompons. Roses and carnations have shown a slight advance over last week, but are still cheap.


## CHRISTMAS PLANTS

**Cyclamen, $1.50 and up; Begonias, $1.00 to $2.50 each;**
**Poinsettias, single, 35c, 75c and $1.00 each.**
**Poms $1.00 to $3.00 each**

## FERNS

**Scottii, Verona, Boston and Roosevelt, $1.00 to $2.00 each.**
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Telephone, Waltham 1324-R

**TWO BOOKS**
**EVERY FLORIST NEEDS**

**Principles of Floriculture** (Contains all the details of greenhouse work and store management). **Price $3.25**

**Plant Propagation** (A manual of greenhouse and nursery practice). **Price $2.25**

There is no florist who can't learn something from somebody else.

**Order Direct From This Office**
**HORTICULTURE**
**739 Boylston St., Boston, Mass.**

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1897.

Vol. XXXIV NOVEMBER 25, 1921 No. 10

## THE TALK OF THE TRADE

Up in Madbury, N. H., John Elliott is growing a wonderful crop of roses. During the war some difficulty was experienced in keeping the immense Elliott range up to the standard, but conditions have righted themselves now, and Mr. William Elliott, who has been keeping pretty close to the Brighton establishment of late, is well satisfied with the reports which come from his son.

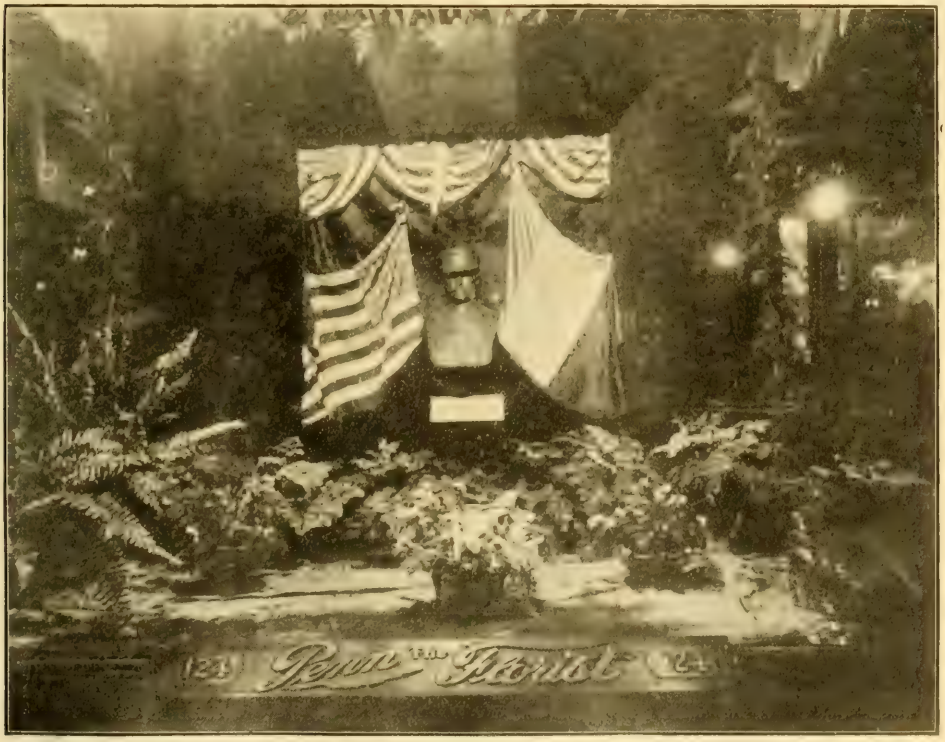
Mr. Elliott is having splendid success with Butterfly. Twenty thousand plants are growing in the Madbury greenhouses. Undoubtedly this is the largest amount of Butterfly to be found anywhere in New England. Butterfly when well grown always commands a high price. According to John Elliott, it has been easy enough to average ten cents apiece for Butterflies at certain seasons.

Another rose which he grows in large numbers is Columbia, and some of the Columbias sent to Boston have been so good that they have brought even more than Butterfly. Naturally there is a big stock of Ophelia, which has come to be the biggest money-making rose in the New England market. Hadley is also grown in a large way, being still the best red that has been given any extended trial at Madbury.

The Madbury houses have never looked better than they do at the present time, and the younger Elliott seems to have demonstrated his ability to follow worthily in his father's footsteps.

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Over in Dover, N. H., the Garrison Hill Greenhouses have been given a thorough overhauling, and one which has cost quite a pot of money. New boilers have been installed in a new house at the foot of the range, while new cement foundations have been put under most of the house. This range is a very unique one, being erected on the side of a steep slope,




Henry Penn's Window on the Occasion of Marshal Foch's Visit to Boston

so that the houses make a series of steps. Houses of this kind are not particularly easy to work in, but on the other hand they are particularly easy to heat. The open exposure to the sunlight, and the protection which the hill gives them makes it possible to run much lower on steam than would otherwise be the case. The houses here are well filled, roses and carnations being the principal crops. Considerable shipping of roses is done to the florists in Portland and other parts of Maine. Ophelia is proving by all odds the most popular rose.

---

A rather unusual situation exists at Portland, Me., where at least four of the retail florists' establishments are conducted by women. From the general appearance of the different establishments, women are quite as competent to run the florist business as are men. One of the leading stores in the city is that conducted by the Vose-Smith Co. It was established by Mrs. Smith several years ago, after she had gained thorough training by long experience in other local establishments. Few florists in the Portland district are better known than Mrs. Smith, who has a large amount of wedding work to look after. She is very successful with her decorations and floral pieces.

Mrs. Hayes is in charge of the Harmony Shop, and makes a fine success of her work. Miss Lizzie Dennett has a shop of her own, and so has Miss Bertha Lougee.

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I was talking a few days ago with Mr. John C. Meyer, of Lowell, who makes the thread used by florists the country over, and was interested in what he said about his recent trip through Canada. According to Mr. Meyer the florists in the Dominion, and particularly in the larger cities, are having a fine business and feeling very prosperous. They have the advantage of being able to sell many of the good things which are barred out of this country by quarantine regulations. Mr. Meyer was very well satisfied with his trip, and with the attention which he received from the Canadian florists.

---

Miss Lougee's flower shop has a different aspect from most stores of the kind because one side is given over to decorated china, palm baskets, embroidery and other novelties produced by the arts and crafts league. This material is handled by Miss Lougee for the league, and while it brings in some profit, also helps her florist business, as people who come in to buy the various novelties offered are often attracted by the flowers. While Miss Lougee has no greenhouse as yet, she grows a considerable quantity of out-door material, particularly sweet peas and asters. She sometimes increases her sales by standing up a broad, neatly prepared board at one side of the entrance, to which are fastened bouquets of sweet peas. A card is printed giving the price of the bunches. Many flowers are sold in this way to passersby whose eyes are attracted by the flowers, but who otherwise would not have entered the store.

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Mr. A. E. Kunderd, the well-known gladiolus grower of Goshen, Ind., has just issued his first wholesale catalogue. It contains seventeen ruffled varieties which are now available for seedsmen and growers, and also a choice list of plain petaled kinds, as well as a collection of the Primulinus type. It is interesting to find that Mr. Kunderd advocates the use of the Primulinus gladioli for cut flower purposes. He feels that when the florists become more familiar with these glads, they will grow them in greater quantities, and I feel sure that he is right. The Primulinus hybrids have everything to recommend them for florist work, and are particularly useful for weddings. We have stressed this point before, and are glad to find that growers are beginning to dwell upon this fact when dealing with the trade. The Primulinus hybrid is particularly a florist flower, and is going to prove a money maker when that fact is fully appreciated.

---

It appears that flower buyers and especially women are becoming more particular about the variety of flowers which they buy. Formerly they have usually bought flowers by color, and this still holds true to a large extent in regard to carnations. With roses, however, there seems to be a decided tendency to specify a particular kind. Perhaps this is true to a larger extent in the smaller cities than in the big places. In any event, Mr. Solon R. Baker, of Concord, N. H., told me only a few days ago that the tendency was very marked in his city. His customers, he said, were very likely to call for Ophelia or Columbia or perhaps for Hadley. These are roses which Mr. Baker has encouraged his patrons to buy. When they want a white rose he gives them White Killarney.

In towns some distance from wholesale markets, roses are needed which have particularly good keeping qualities, which is one reason why Mr. Baker chooses the kinds named. Concord, he says, is a good rose buying community, with the result that he sells a great number for all occasions, and particularly during the season when the legislature is in session.

---

There has been a great variation in the quality of the cyclamens to be found in New England this season. As a matter of fact, it is only here and there that a lot of cyclamens of outstanding quality can be discovered. Probably one of the best lots in the east is at the Dedham greenhouses of the R. & J. Farquhar Co. This company has made a ten-strike with cyclamens this year. It has about 10,000 of as fine plants as one would care to see. They are using methods somewhat different from those of most of the other growers. Instead of forcing their cyclamens they keep them cool, with the expectation of producing plants which will be of the finest quality when the Christmas trade opens.

---

Joseph Schlagheck, of Toledo, Ohio, seems to have hit upon an idea which has been overlooked by most other dealers in florists' accessories. He purchased a whole carload of seashells picked up on the beaches of Florida and has had them shipped to his store, reselling them to florists and seedsmen to be retailed as a substitute for pebbles when bulbs are being grown in bowls of water. It is claimed that the shells have a special virtue on account of the lime they contain. In any event, they no doubt will sell readily because of their novelty as compared with pebbles. Larger shells are being used as ornaments in aquariums; and when hung by three chains or cords make unusual flower holders. Mr. Schlagheck has long been prominent as a goldfish dealer.

---

Penn featured a Foch window last week which excited much comment. The bronze figure of the Marshal was surrounded by the tricolors and the stars and stripes, emphasized by a black velvet background. A spot light illuminated the window day and night. In the foreground were baskets of roses and orchids, while deeper in the window were palms and ferns. Altogether the window was well conceived and equally well executed.

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The Boston Chapter of the Society of Landscape Architects held their first fall meeting November 15, at Hotel Bellevue, with President Percival Gallagher presiding. The speakers included H. V. Hubbard and Stephen Child, the latter having recently returned from Europe.

# WHAT'S DOING IN BOSTON

## RETAILERS REORGANIZE

### An Important Meeting of the Boston Florists—Officers Elected

As was expected, the retail florists of Boston did not look very favorably upon the action of the growers in opening the wholesale markets in Winthrop Square to the public after 9 o'clock in the morning. Many of them feel, however, that some very important matters affecting the whole industry are involved, and that there should be a way of overcoming the difficulties without resorting to drastic measures on either side. In order to bind the retailers closer together and get the views of all concerned, the old Boston Florists' Club has been reorganized. A meeting was held at the City Club, with about fifty retailers represented. This included practically all of the retail stores in Boston. It was voted to keep the organization exclusively for retailers, but not to limit the membership to Boston. Accordingly it was voted to call the organization the New England Retailers' Club.

Officers were elected as follows: President, C. F. Boyle, of Galvin, Inc.; Vice-president, John J. O'Brien; Recording Secretary, Elijah F. Gorney; Financial Secretary, Harold Ryan; Treasurer, Julius Zinn.

Much time was given to discussing the retail business as it relates to the opening of the markets to the public. Finally a committee was appointed to meet a committee from the growers' organization for the purpose of thrashing out the general situation. Another meeting of the Retailers' Club is to be held next week.

## FLOWERS FOR FOCH

The coming of Marshall Foch meant much to the florists of Boston, as many flowers were used. The task of decorating the Copley Plaza, where the distinguished guest made his headquarters, was given to Thomas F. Galvin, Inc. Much use was made of begonia plants. Roses and chrysanthemums were also used generously. In the evening a feature of the decorations was a mammoth basket five feet high, filled with chrysanthemums and roses, which was sent with the compliments of the New England Growers' Association. On the next day several of the papers contained a picture of this immense basket, with President Samuel J. Goddard standing beside it.

## JAMES NICOL

The many friends of James Nicol were pained to hear of his death in Quincy. Mr. Nichol, who was 82 years old, had an exhibit at the recent Chrysanthemum Show, and grieved that he could not be present to see it. He has been a consistent exhibitor for many years, and has won many prizes. For a quarter of a century Mr. Nicol was superintendent of Mt. Wollaston cemetery.

## BOSTON NOTES

Every year Harold A. Ryan, Inc., of Cambridge, opposite the Mt. Auburn Cemetery, has a flower show of his own. He sends out a great number of invitations and incidentally holds a special sale of ferns or some special flower. The show this year was attended by a great number of people who thronged the ten greenhouses, giving expression to many exclamations of surprise and delight at the immense chrysanthemums, cyclamens and other plants. This exhibit is proving fine advertising for Mr Ryan, and is made especially successful by his prominent location and the modern character of his houses.

At the last meeting of the Horticultural Club of Boston, at the Parker House, Mr. Christian Vander Voet, superintendent of the Arnold Arboretum, talked on winter fruiting shrubs, and was listened to with much interest. Thomas Roland presided and several of the new members were present for the first time.

The New England Growers' Association will have its next meeting at Hotel Bellevue, Saturday evening, November 26. It will be preceded by a dinner, and many matters of importance are coming up for discussion.

Henry Penn has opened an annex at 5 Hamilton Place. The new store, which has been attractively decorated, will be given over entirely to the sale of baskets, jardinieres, ornaments and other accessories. No flowers will be sold at this store, which is filled with attractive articles, both domestic and imported.

## JOHN T. COOKE'S NEW STORE.

The friends of John T. Cooke are congratulating him on the opening of his new store at 360 Commonwealth Ave., near Massachusetts Ave. Mr. Cooke is one of the best known young florists in the business, having been for several years with Carbone when the latter had his Cambridge store, later with The Rosary, and afterwards with O'Brien. He has a pretty store and his location is one of the best for high class trade.



Basket Presented Marshal Foch by New England Growers' Association

# ADVERTISING AND SELLING

### MAKING THE MOST OF THE TELEPHONE

Of course every florist carries a telephone for the convenience of his patrons, but how many dealers make the 'phone not only pay for its keep, but show a profit as well? In order to do this it is necessary to advertise it the same as any other line—or perhaps it might be better to say, advertise it as a part of your regular service. A number of merchants in different parts of the country are doing this, and their progressive style could be adopted to advantage by many who now consider the telephone "something to be endured" rather than a money-maker.

C. A. Meigs, Fort Wayne, Ind., says a writer in the Seed World, recently took a quarter page in the paper, in which, surrounded by plenty of white space, was the following:

EMERGENCY CALLS
Fire Department 19
Police Department 38
Garden Supplies 1122

Of course the latter number was that of his own establishment.

A firm in the middle west recently ran this catchy ad:

"WHO HAS THE LUCKIEST 'PHONE NUMBER IN TOWN?

"Over in Japan the telephone number 8 is considered the luckiest number. It costs the subscriber who holds it nearly $500 yearly.

"Another lucky number is 357.

"Nos. 42 and 49 are said to be unlucky, and are usually assigned to police—very appropriate.

"The telephone number of ANDERSON'S is Main 551. As he has such a large assortment of seeds and garden supplies, and his goods can always be depended upon, many people consider Main 551 the luckiest number in the telephone book."

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Ads such as the above tend to fix your telephone number in the public mind, while the telephone service itself is advertised in the two following—the first is Loebs, of Memphis, Tenn.:

"DO YOU TELEPHONE 90? IF NOT, WHY NOT?

"We don't have to advertise to our patrons, because they know the quality of our lines and are satisfied. We're merely letting the other folks know what they're missing when they don't TELEPHONE 90—LOEBS."

Another was that of James McPhillips, New Orleans, La., who asked:

"IS YOUR TIME WORTH SAVING?

"If so, you will take advantage of our delivery service and order your goods by telephone. We furnish what you want, not 'something just as good.' You'll find real economy in our prices, too."

A third ad, used by a Michigan firm, was so catchy in its appearance that it needed very little wording to make it effective. It showed the cut of a telephone receiver, and in front of it a pencil and a pad. On the latter was printed:

"MEMO—IMPORTANT

"Order from Harman, Hockinridge & Company today

"1 Sickle,

"1 Oil Can,

"1 Package Plant Food."

The ad could be changed to suit any season—cut flowers for Thanksgiving, bulbs for fall, grass seed for spring, etc.

Not only individual, but co-operative telephone advertising has been found decidedly advantageous, as it is not only cheaper, but gains added force from the number of firms employing it A number of the leading firms of Ottawa, Canada, recently took an entire page in which to conduct their "order by telephone" campaign. Across the top was the heading:

"FIRMS WHO CO-OPERATE FOR BETTER BUSINESS

"The firms whose announcements appear on this page are ready to serve you at all times. Your telephone gives you direct connection and each advertiser stands ready to assure you the same pleasing service on your telephone order as though you called personally at his place of business.

"TELEPHONE ORDERS RECEIVE PROMPT AND COURTEOUS ATTENTION."

The page was then divided into thirty little squares, each containing an individual ad. In each ad was the cut of a telephone receiver, and the effect on picking up the paper was so unusual that it is safe to say that the majority of readers proceeded to give it closer inspection. In doing so it was noted that beneath each telephone was the number of the firm's whose individual announcement was printed

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### FLORIST'S WREATH

An unusually good example of a simply made wreath is shown on the opposite page. This wreath is made entirely of white sweet peas and adiantum. A masterly touch is shown in the light and graceful way in which the flowers are introduced. A wreath of this kind made on a twenty-inch frame should have 350 or 400 sweet peas and about 100 sprays of adiantum. If the flowers are wired in a loose way so that the bunches hang apart at the top, fewer sweet peas will be required than if they are wired tightly together, and the success of such a wreath lies largely in its loose, open appearance.


DEPENDABLE STOCK

| | |
|---|---|
| **NEPHROLEPIS Bostoniensis** | |
| 5-5½ in. | $0.75 |
| 6 in. | 1.00 |
| 6½-7 in. | 1.50 |
| **Teddy Junior** | |
| 5 in. | .75 |
| 6 in. | 1.00 |
| **Macawii** | |
| 5 in. | .75 |
| 6 in. | 1.00 |
| **Verona** | |
| 5 in. | Each .75 |
| 6 in. | Each 1.00 |
| **Whitmanii** | |
| 6 in. | Each 1.00 |
| 7 in. | Each 1.50 |
| **Roosevelt** | |
| 5 in. | .75 |
| 6 in. | 1.00 |
| 7 in. | 1.30 |
| **DRACAENA Rothiana** | |
| 5½ in. | 1.00 |
| **DRACAENA Marginata** | |
| 6½ in. | 2.50 |

WOLLRATH & SONS
WALTHAM, MASS.



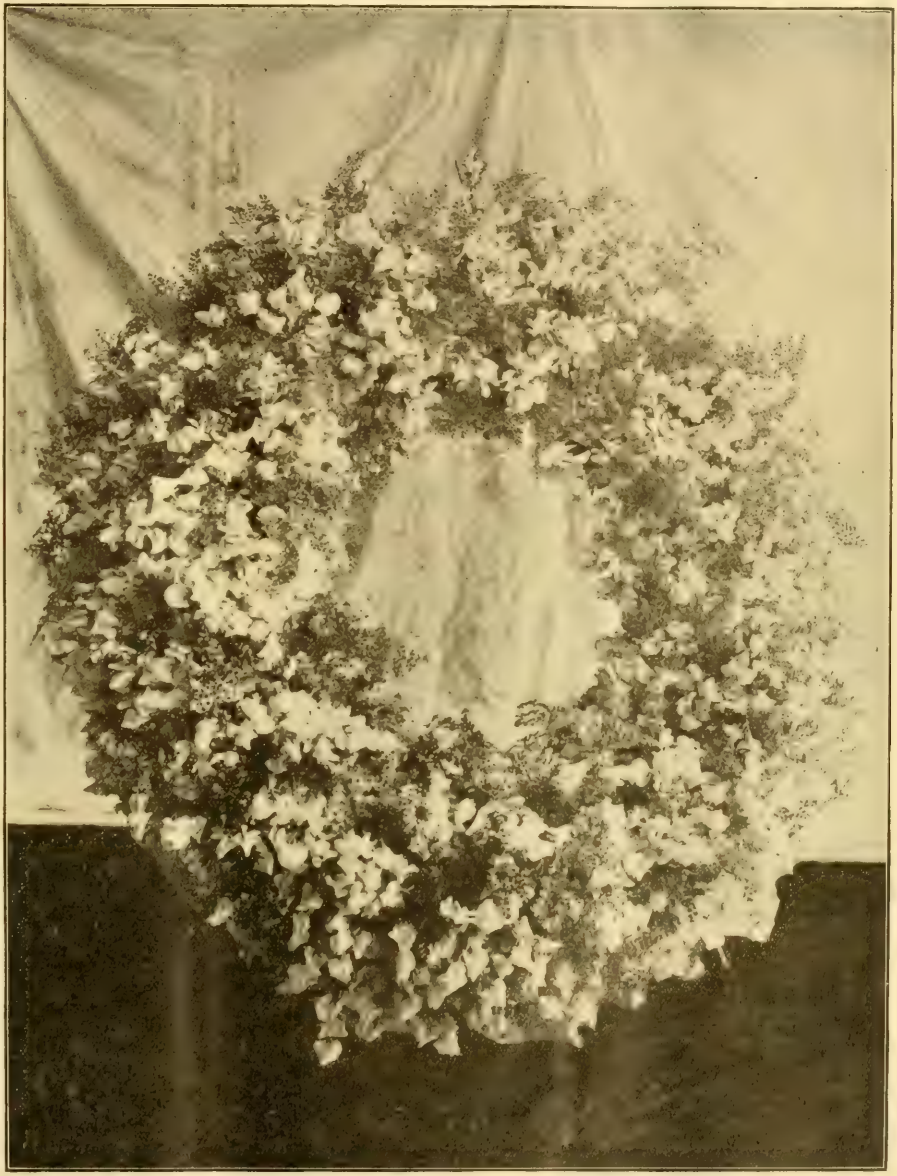
PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander
Largest Dahlia Grower in the World
32 Central Street
East Bridgewater, Mass.



**Wreath of Sweet Peas and Adiantums**

(See description on opposite page.)

# LA FRANCE

## *The Phenomenal Giant Everbearing Red Raspberry*

**Superior to any other Raspberry; produces large, juicy berries of finest aroma; very prolific, heavy bearer, absolutely hardy and free from disease.**



**Produced in the New England States, succeeds well in all sections.**

**Retails now at $6.00 per dozen, $49.00 per hundred. Strong field-grown plants.**

**Awarded First-Class Certificate by Massachusetts Horticultural Society and by all other Horticultural and Agricultural Organizations before whom it was exhibited.**

**Make reservation now with your dealer for Fall or Spring delivery.**


## DESCRIBES MANY ROSES

### S. S. Pennock Reports on a Visit to the Sparrieshoop Rose Fields

By S. S. Pennock

In August I visited W. Kordes Sons' place at Sparrieshoop, going over their rose fields, not far from Hamburg. The nursery was founded in 1888 by the father of the present brothers, and taken over by them in 1919. This year they are growing 200,000 roses on their own place, and have contracts with smaller growers for 300,000, mostly hybrid teas. In Europe nearly every garden has its standard roses, and the Kordes make rather a specialty of the standards, growing 12,000 of them annually.

The roses here are planted in long rows across the field, rows about 500 feet long. With one or two exceptions, no disease is to be found on the roses. These exceptions include Mrs. George Shawyer, which had quite a bad dose of mildew. My time was short but I jotted down a few varieties which stood out prominently.

Freiberg Zwei. H. T. had a color very much like the La France. Looks as if it would be a good forcer. A beautiful clear pink, better shaped than La France; and rather more pointed bud, very free and strong grower.

Reinhard Baedecker. (Pernettianas) (Kordes seedling) (Yellow Druschki) not quite as large as Druschki, a trifle shorter petal, but better shaped, rather more pointed bud, but still not what one would call pointed either. Color is rich golden yellow; color is held until the petals drop. Flowers are borne on good, long, heavy, well foliaged stems; unusually strong grower, could almost be called rank-grower. As far as I could see it should certainly have a place along with Druschki. Some claim that it is not quite as free a bloomer as it should be, but I think it would be worth while giving a trial.

Adolf Koschel. (Kordes Seedling) (Pernettiana blood) a robust grower, rather thorny, good stems, the thorns are quite red, giving it a distinction that is quite noticeable. It has a pointed bud—color yellow with a suffused salmon pink towards the outer edges of petals. Looks as if it might be a forcer. If so, it would certainly be a valuable rose for anyone to grow. Of course, one cannot tell, seeing it growing out-of-doors, whether it would be a forcer or not; seems to have characteristics of a forcing rose. This was a rose that was immediately admired by the ladies and picked out as something out of the ordinary.

Eduard Behrens a H. T. (Kordes seedling) dark red, very attractive but little inclined to have weak neck; but this probably could be overcome, —very free and a good bloomer.

W. C. Gount. H. T. improved Richmond, a littlé darker than Richmond, very attractive.

Madame Jules Bouche H. T. This is the second or third time I have seen this rose, which is considered an improvement over Kaiserin, splendid strong grower, good flower, trifle larger than Kaiserin, long stem. Fine forcer.

Golden Emblem. Was in wonderful shape, but Mr. Kordes said it is sometimes a big disappointment, as the plant the second year is poorer than the first on account of black spot.

J. C. N. Forestier. Pernettiana. A shrimp-pink or coral red, very clear color. This was a beautiful flower, unusual shade, different from any rose I can recall. Is a good free grower, perfectly free from mildew or black spot.

Willomere. Pernettiana. Is in splendid shape, as good as I ever saw.

Adolf Kaerger. Pernettiana. A "Sunburst" seedling, looked like a very promising yellow, good grower, and might have possibilities as a forcer. A seedling of W. Kordes.

Etoile de Hollande H. T. In very good shape indeed, made a red streak across the fields, is doubtless the first rose that is in some respect an improvement on Hadley rose. It never blues and is rust proof. Was in full bloom, very attractive.

Red Letter Day. Showed up very fine in full bloom.

Mrs. Wymes Quin. Pernettiana. Rather a disappointment. Mr. Kordes thinks it would not be of much account as a forcer, very attractive, though, outside.

Gorgeous. Was in fine shape.

Madame Charles Lutand H. T. Was in very good shape. This is a sister to "Sunburst" and is a pity it does not amount to anything as a forcer. It is certainly attractive.

Golden Ophelia H. T. Showed up very good.

Mrs. Henry Morse H. T. A delicate pink; very similar to Stanley in shade. Some would not call Stanley shade a delicate pink. I consider it one of the most refined pinks among the roses.

H. E. Richardson H. P. A dark crimson, very good rose; a rose to be recommended for poor soil, does much better than in rich soil; in rich soil it is a failure. A good flower for a rose grower that is catering to a country where the soil is unusually poor.

(To be Continued)

## LASSIE LOOKS GOOD

### Members of Lancaster County Florists' Association Visit Girvin's Place

The November meeting was held at the greenhouses of the president, W. B. Girvin, of Leola. About a dozen members took the early cars to allow an inspection of this, one of the big establishments of the county.

The big carnation house was full of good stock. Matchless was, perhaps, the poorest of the lot, but even these will pay their keep all right. Supreme and others are coming along fine with "Lassie" (Eicholz) as the best and most promising one on the place. This variety is making a record for itself in this section and a good future is predicted for it. While not quite in the same class as Mrs. C. W. Ward it will come pretty near filling the place of that variety and a certain grower comparing the two said the only difference between them was that Ward represented a one dollar bill in return and Lassie a ten dollar bill, not because it individually is better than a good Ward but because it is productive and constant from early until late. Beyond this carnation house is the new rose house, a model house of King construction and filled with model roses of Girvin quality.

The heating plant of this establishment has been overhauled the past summer and is the best in this section and the cost a five-figure proposition. The stack has a draft so strong that when A. F. Strickler put his head in the door at the bottom he had to be held by his feet to keep from being drawn to the top and disappearing in the clouds.


# CARNATION CUTTINGS

**NEW AND STANDARD VARIETIES**
**For December and Later Delivery**

**THOMAS C. JOY.** We believe this one to be the best all-round pure white Carnation offered. It has been tested and tried in different sections of the country and without exception has made good. December and later delivery. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**MAINE SUNSHINE.** Seedling of **Ward** and **Crystal White.** Good yellow Carnations are always in demand. **Maine Sunshine** is a good, clear yellow. Rooted Cuttings, $15.00 per 100, $120.00 per 1000.

**LASSIE (Ward x Alice).** A commercial Carnation of exquisite shade of cerise. Very free bloomer. A decided improvement on **Ward.** Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**WHITE DELIGHT.** It is an improved **Pink Delight** in all but color. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**REDHEAD (Aviator x Alice).** The finest scarlet Carnation today. Exceptionally free bloomer. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**RED MATCHLESS (Matchless).** Scarlet just a little stronger in growth than parent. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**HARVESTER.** A cross between **White Wonder** and **Matchless.** Pure white. Rooted Cuttings, $10.00 per 100, $90.00 per 1000.

**SUPER SUPREME.** An improved **Enchantress Supreme.** Rooted Cuttings, $8.00 per 100, $75.00 per 1000.

**HAPPY DAY.** A very fine red. Rooted Cuttings, $10.00 per 100, $90.00 per 1000.

**LADDIE.** The best of them all. Rooted Cuttings, $12.00 per 100, $100.00 per 1000

**All the standard varieties, prices on application.**

**TUBEROUS-ROOTED BEGONIA BULBS**

| 1½ to 2-in. in diameter | 100 |
|---|---|
| **Giant Belgian Double,** 7 colors | $15.00 |
| Crispa, 6 colors | 12.00 |
| Cristata, 7 colors | 15.00 |
| **Giant Belgian Single,** 7 colors | 12.00 |

# C. U. Liggit

**Wholesale Plantsman**
**303 BULLETIN BUILDING**
**PHILADELPHIA**
**New England Office**
**15 Cedar St., Watertown Station, Boston**
**J. L. REUTER in Charge**



# Ferns Ferns Ferns

**NEPHROLEPIS MACAWII (new)**

Beautiful, dwarf, compact plants

5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

**NEPHROLEPIS EXALTA BOSTONIENSIS**
**(Boston Sword Fern)**

**NEPHROLEPIS WHITMANI**

**NEPHROLEPIS VERONA**

**NEPHROLEPIS ROOSEVELT**

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

**Write For Florists' Prices**

# R. & J. Farquhar Company

**6 South Market Street, Boston, Mass.**

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

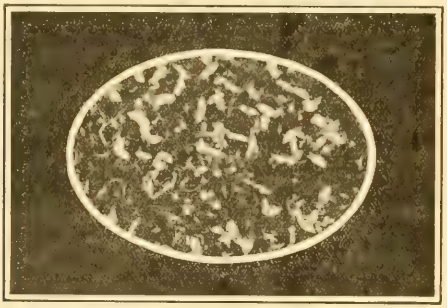
It isn't often that as attractive an orchid catalogue is gotten out as the Ten-Ten Book of the Julius Roehrs Co. While this book also deals with palms, ferns and other decorative plants, the first half is given over to orchids, and in such a way that the interest of the amateur as well as that of the professional grower is excited at once. This is due partly to the pictures and partly to the simple divisions made. There are groups of ten cool house orchids, ten yellow flowered orchids, ten Cymbidiums, ten large flowering Cypripediums, ten large flowering Cattleyas, and so on. One feature which is sure to attract attention is a series of illustrations showing the development of the seedling Cattleyas. These pictures, which are herewith reproduced through the courtesy of the Julius Roehrs Co., illustrate Cattleyas six months old, and show the seedlings at the end of one year, three years, four years and five years, the plant of the latter date having burst into bloom.

Putting aside the poppy of Flanders fields, around which so much of the sentiment of our soldiers' service in the Great War clustered, the American Legion, at its convention at Kansas City, has chosen the daisy as its official flower. The poppy, we are told, had many partisans, on account of its association with French battlefields. So indeed it must have had. The gay flower that resisted the ravage of war, and nodded and smiled on the very brink of the shell-scourged trenches, must have grown very dear to the soldier's heart. But the Legion is nothing if not American, and the poppy is not an American flower. It does not grow in our fields or by our waysides. The young soldiers looked for a flower dearer to their mothers and sisters than the poppy of far-away Europe. And for this reason, and out of this sentiment, they have chosen the daisy.

The soldiers of the Legion probably did not consider, in making this choice, that their daisy, in point of nativity, is not an American flower, either. It is botanically the Leucanthemum vulgare of Gray, the Chrysanthemum leucanthemum of Linnaeus, the "whiteweed" of the New England farmer—but just "the daisy" of the American millions. And the fact that it is of European origin does not seem to bar the flower from being regarded as American by our people.



At five it bursts into such lovely blooms that the five years of waiting are all forgotten.



Here is a pot of Seedling Cattleya that are six months old, or about the size of two radish leaves a week after planting. Literally thousands of seeds are planted to get a few hundred worthy plants.



After one year the tiny seedling has grown only to this size.



At the end of three years the plant begins to look more its part.



When four years have passed, it has quite asserted itself and is full of promise.

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Once a year about this time I always get an interesting little catalogue from Alessandro Squadrilli, of Naples, Italy. It is especially interesting because it always features novelties, some of which are familiar to me, while others are as yet unknown. Among the newer plants which Mr. Squadrilli thinks much of are several of the sunflowers, which are being grown here, and the double flowering cosmos. By the way, one of the florists near Boston has been growing cosmos of this type the past season and has found them quite acceptable as cut flowers for the trade.

Mr. Squadrilli is introducing Thunbergia Gibsoni, which is said to have flowers double the size of Thunbergia alata. It is to be used apparently as a greenhouse climber, and originated in tropical Africa. Some years ago this Italian grower introduced Pentstemon isophyllus from Mexico, and has crossed it with Pentstemon gentianoides, giving a hybrid with very large flowers in rich colors.

Apparently much less attention has been paid to Bellis perennis in this country than abroad, for I have never seen here flowers of any such size as those which Mr. Squadrilli advertises. He has a pink quilled mammoth daisy, with light pink blooms and rigid stems, which is recommended for cut flower work. In Bellis perennis tubulosa flore pleno, he has a variety pro-



# FANCY DAGGER FERNS

## A No. 1 Quality, $2.50 per 1000

## HENRY M. ROBINSON & CO., Inc.

**2 Winthrop Square 32 Otis Street**

**Boston, Mass.**

ducing daisies of many different shades, running from the blood red to delicate pink. As the perfect flowers do not produce any seed, it is necessary to leave in the bed some plants with one-half double and some three-quarters double flowers.

Because of the late fall there were roses in my garden until the first of November, and I was interested to note those which seemed most persistent in their late flowering habits. I think the very last rose to go was the new Dutch Grootendorst, a cross between the Wichuriana and the Baby Rambler. The pink Killarney also tarried very late, and so did the Frau Karl Druschki.

There were other roses, too, that braved the autumn winds. Perhaps we might have expected such heroism from General McArthur, with its military name and brilliant red hue, but it was even more satisfying to find the dainty Lady Alice Stanley and Mrs. Aaron Ward keeping him company. The last rose of summer may lack something of gorgeousness and perfume. It may look a little pinched and weak, and yet we say with the poet:

"A rose it is, though least and last of all,
A rose to me, though at the fall."

In New England had been a most unusual fall in that the frosts delayed their coming (at least in many sections) for many weeks later than the date of their usual visits. So while the leaves were dropping from the trees we found our dahlias, our gladioli and our cosmos still blooming happily and freely. In such a season the Lady Lenox cosmos has an opportunity to display its charms. All too often it is cut down before it has an opportunity to bloom, but this year its nodding pink and white flowers topped the tall and feathery plants like a delicate cloud.

### THE CHRISTMAS MARKET.

On the sixth, seventh and eighth of December, Horticultural Hall, Boston, will be astir with the gay greetings amidst Christmas greens, of the Market of the Woman's National Farm and Garden Association, where country producer and city buyer meet in friendly exchange and intercourse.

The market shows the sale of work done winter evenings in many a lonely farmhouse. At our country fairs this season where samples of our goods have been exhibited we have learned how the Farm and Garden Association can reach the women in the mountains of Kentucky and in their far western homes.

The spirit of today is loving service and co-operation, when we are told that a woman has good eggs to sell we ask her to send some to our Christmas Market. If she makes good cheese we can also dispose of that. Does someone want a delicious mince pie for a Christmas dinner, we can have it made and sampled, for we have good cooks among the consignors to our Market.

The picture shows our tent at the Waltham Fair for Middlesex County, where we served waffles, coffee, cider and milk to those who came to hear about our Christmas Market. We had many visitors who left our tent with more interest in their needlework, gardens and farms, for we sat at the tables with them and told them of the opportunities we had to offer for the sale of their productions. How interesting it is to do good work along any line if there are those who care to get what we produce. Come and buy at our Christmas Market.

M. R. CASE,
Hillcrest Gardens, Weston.
November 17, 1921.

**Choice Orchids**
**HYBRIDS**
Laelia-Cattleyas, Brasso-Cattleyas, etc.
**G. E. BALDWIN & CO.**
Mamaroneck, N. Y.



**BECOME A LANDSCAPE ARCHITECT**
Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1906. Write for information; it will open your eyes. Do it today.
American Landscape School, 11-H Newark, New York

**American Grown Fruit Tree Stocks**

Apple Seedlings, Straight or Branched. Also Pear Stocks from French and Japan Seed, Americana Plum, Mahaleb Cherry and Peach Seedlings in all grades. Car lots to central points.

**Foreign Grown Stocks**

Apple, Pear, Mahaleb, Myrobolan, Quince, Manetti and Multiflora. All grades. In prime condition. Can quote in France or out of customs in New York or at Shenandoah, Iowa. Prices reasonable.

Remember our complete line of General Nursery Stock for Fall and Spring trade. We are now ready to do business. Submit list of wants for prices to

**Shenandoah Nurseries**
D. S. Lake, President
SHENANDOAH, IOWA

# New White Rose Angelus

(ORIGINATED BY FRED H. LEMON & CO.)



## Columbia X Ophelia

| OWN ROOT | | GRAFTS | |
|---|---|---|---|
| $35.00..... | 100 | $42.50..... | 100 |
| 82.50..... | 250 | 101.25..... | 250 |
| 300.00..... | 1,000 | 375.00..... | 1,000 |
| 725.00..... | 2,500 | 912.50..... | 2,500 |
| 1,375.00..... | 5,000 | 1,750.00..... | 5,000 |
| 2,600.00..... | 10,000 | 3,350.00..... | 10,000 |
| | | 500 at 1000 rate | |

Sault Ste. Marie, Michigan,
October 29, 1921.

F. H. Lemon & Co.,
Richmond, Ind.

Dear Sirs:

I have been anxiously waiting for some of your Mildew cure which you spoke of when we were riding out to Miller Bros. while at Toronto. Please send me ten pounds at once, and directions if any particular way of applying.

Also please increase my order for the Angelus to 250 plants. I went to Tale's the following morning and saw it in all its glory. It certainly looked all that could be expected of a rose. Had Mr. Tale give me a bloom to take with me. We still have it and looks pretty good after 18 days.

Yours truly,

(Signed) WILLIAM E. F. WEBBER.

White with cream tinted center. A big rounded rose, like Premier in form but with higher center; very lasting, and fragrant. Foliage dark green, disease-resistant. A vigorous, upright grower and free in bloom. Resembles Kaiserin Augusta, but it blooms freely in Winter and is a good keeper. Was awarded Certificate of Merit of the Chicago Flower Growers' Association in 1921; also Silver Medal of the New York Flower Show, Spring 1921.

**Delivery beginning January, 1922**

**E. G. HILL CO., Richmond, Ind.** | **FRED H. LEMON & CO., Richmond, Ind.**

**J. H. HILL CO., Richmond, Ind.** | **CHAS. H. TOTTY CO., Madison, N. J.**

## HOW DO YOU WANT YOUR ORDER SHIPPED?

Frequently our customers and in fact everybody's customers complain that wrong judgment is used in shipping their orders. It is in the mutual interest of the seller and the buyer to ship just as the buyer wants and when specific instructions are not given by the buyer we and other shippers endeavor to use our "BEST JUDGMENT." Still, it is amazing how frequently our (the shippers) judgment is not the judgment of the customers.

The methods, of course, refer to freight, boat or express. No seed merchant that we know of owns any stock in the express companies and his own shipments coming in to him often make him think bad things, if he doesn't say them, when he has to pay big charges for expressage. These charges are high enough and we have no desire to enrich the express company. It is true freight and boat charges are much higher than they formerly were, so that no matter what method is used, it is a factor in determining the cost of merchandise.

In order to be fair to yourself and the merchant with whom you deal, always specify each time you order from out of town points by mail or from salesmen just how you want your goods shipped, taking of course into consideration the nature thereof, the distance from which they must come and in how great need you are for them, and when you do not specify how to ship, please don't be too hard in your remarks about your dealer if his "best judgment" does not select the forwarding method you would have chosen.

Remember, it is in his best interests to serve you well, he needs your influence as well as your business and you can render him as well as yourself a real service if you will co-operate.—A Prominent Seed House.

## AMERICAN ORCHID SOCIETY

At a recent meeting of the trustees of the American Orchid Society in New York it was voted that the Society's premier award should be a gold medal. It was decided also that only experts should be engaged as judges at the orchid shows. Oakes Ames, of Massachusetts, long famous as an orchid enthusiast, submitted a list of native orchids which is probably the most complete ever made. It is probable that the Society will issue a book on native orchids, a book which will be, no doubt, of rare value and great interest.


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Per basket $2.25, per mat, 120 bulbs, $9.50, per 1000 $75.00.

VALLEY—From Storage
Finest Grade German Type
Stock soon for holidays

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| Case of 1000 | 35.00 |

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All best DARWIN, BREEDER and COTTAGE TULIPS at equally low prices.

See your customers now who own fine private places for
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**THIS SEASON'S NEW ROSES**
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All of finest quality at reasonable prices
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Best American Rose Stock for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.
C. R. BURR & COMPANY, MANCHESTER, CONN.

—HORTICULTURE—

Established by William J. Stewart in 1904

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**Says Sam: Too many young florists are speaking of perspiration with the emphasis on the "Shun."**

---

**To Stick Or Be Stuck.** There is a motto well worth considering in any trade where co-operation is a factor. It is "Together we stick, divided we're stuck." In one of his articles in the Country Gentleman, Stewart Blythe tells about the reputed disinclination of farmers to work in double harness. He says that a visitor to an insane asylum found a somewhat undersized keeper in charge of twenty or more husky inmates.

"Wouldn't it be possible for them to overpower you?" he was asked. "Oh, yes," he replied, "but you see they can't get together. They are crazy." Perhaps the story applies to florists as well as to farmers. Now we do not mean to insinuate by this that the florists are in any way mentally deficient. That would be hitting too near home. There does, however, seem to be a difficulty in getting together, especially in spots.

We feel, however, that, after all, this difficulty is more imaginary than real. Many misunderstandings have developed between growers and retailers, but they are misunderstandings which can be wiped out by the exercise of a little diplomacy on each side, and a manifest willingness to make concessions in the interests of the common good.

There are mighty few differences, we are sure, between the members of any branch of the trade, which cannot be erased by a frank and friendly conference between representatives of these branches. It is difficult to accomplish very much at a mass meeting or at any large gathering, but when half a dozen intelligent representatives sit down in a business conference they can marshal the facts quickly and can usually reach a decision which will be satisfactory to all parties.

We do not believe that the present situation in Boston will last. Whatever may be said and done, in the long run co-operation must win, and it is not to be believed that growers and retailers cannot adopt a working basis on which to arrange such matters as co-operative advertising, the handling of gluts and the settlement of market conditions.

There is a charge that retailers deliberately wait until the afternoon before buying, with the expectation of forcing prices down. To meet this, some of the more prominent retailers say frankly, "Why not close the market at noon or earlier so that all buying must be done before that hour?"

The growers say sometimes that the retailers expect them to spend their money while they, the retailers, reap the benefit. The latter say in rebuttal that they are perfectly willing to pool an advertising appropriation with that of the growers if they are consulted as to when and how the money should be used. The time is coming, we feel sure, when at least a majority of growers and a majority of retailers will co-operate, at least to the extent of obtaining greater publicity and wiping out the evils which are admitted on both sides to exist.

---

**Helping The Customer.** Should a nurseryman give advice and information to his customer? This is a question one of the English trade papers has been discussing. It seems that some of the nurserymen have a liking to emulate the oyster, and keep their mouths closed, on the ground that there is no sense in teaching their trade to their customers. Their argument seems to be that if the customers learn how to grow plants, instead of killing them, they will not need to buy so many.

Now the confession must be made that on this side of the water, too, there are nurserymen and florists who feel that they shouldn't give any gratuitous information about the care of plants and flowers to the people who buy their goods. They say, and perhaps with some degree of truth, that in no other trade is a man expected to do this. Still, we believe, that the attitude is all wrong, and we are justified in our belief by the fact that some of the most successful nurserymen go to extraordinary pains to give their clients all the information possible about the best way to select plants and care for the material they buy.

The more success people have in growing things, the greater their interest becomes. If they make a small beginning and lose what they plant they lose their interest at the same time. If, on the other hand, what they plant thrives and grows, it inspires them with a desire for more.

# REGARDING PRISCILLA!

**The Montgomery Company** and **A. N. Pierson, Inc.,** believing that **Priscilla** would make good as a forcing Rose, and having no desire to sell to the **Rose growers of America** a Rose inferior to those varieties already in commerce, placed **Priscilla** with the best Rose growers of the country for trial.

On this date, November 10th, there has been expressed by those who handle it and who are growing it, the opinion that the color is not satisfactory and that the flower lacks substance to such an extent that **Priscilla** will not be a desirable Rose to grow. It is regretted by ourselves as introducers of Roses that this is the case but we feel more satisfaction than regret, due to the fact that the general test given **Priscilla** has disclosed this weakness which might have been overlooked were the Rose not placed in the hands of this unprejudiced jury of Rose men.

**Priscilla will not be offered to the trade** and is hereby formally withdrawn from sale. Over 150,000 have been sold in advance, but these orders are hereby cancelled. Both the **Montgomery Company** and **A. N. Pierson, Inc.,** are satisfied that the judgment on **Priscilla** is fair and that honesty of purpose and fairness of business methods justify this withdrawal of **Priscilla.**

Signed { A. N. PIERSON, Inc., Cromwell, Conn.
THE MONTGOMERY CO., Hadley, Mass.


## BUSY DAYS IN WASHINGTON

There have seldom been busier days for the florists at Washington than those which preceded Armistice Day. Gude Brothers prepared fifty wreaths representing every state in the Union, Alaska and the District of Columbia, for the unknown soldier. These wreaths were all ready and placed in position by 8 o'clock on the morning of the 10th. Altogether, the firm made 150 pieces for Armistice Day. At the opening of the disarmament conference a large basket of American Beauty roses was delivered in the name of the Society of American Florists and Ornamental Horticulturists.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**
226 DEVONSHIRE STREET
BOSTON, MASS.


## George Watson's Corner

"You in your small corner and me in mine."

David Rust reports the Chrysanthemum Show a success and his Society is satisfied that the Academy of Music is a good building to hold it in next year. One improvement suggested is to cut out the tea-room function in the foyer so as to give more room for exhibits of cut flowers, etc. While more room can be had at the Armories, the public is hard to attract to points away from the center of the city.

Leo Niessen thinks that giving flowers to charitable institutions is a mistake. Better give them the money. At the price the vendors sell them, the flowers would bring the grower twice as much at wholesale; so the grower is not only that much out of pocket, but it hurts the business.

George Edmondson got the laugh on yours truly the other day. He asked me to step into the Chevrolet and take a little ride. In an unguarded, thoughtless moment, I did so. We drove out the Parkway and through the Wissahickon Drive to Chestnut Hill, and back. Ran into one car, and scared about five thousand others, but escaped jail by the skin of our teeth. Got back to Broad Street station, all safe. So I take it all back—what I've been thinking, about that hundred-mile-an-hour car being only a tin lizzie. She's some car, all right—that Chevrolet! But George won't get me into her again. I'm too nervous. No, sirree!


**ASPARAGUS**
**PLUMOSUS NANUS**
**Greenhouse Grown Seed**

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| 1,000 seeds | $ 3.75 |
| 5,000 seeds | 18.00 |
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| 1,000 seeds | $ 1.50 |
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Larger quantities of Asparagus Seed quoted upon application.

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**Hyacinths, Narcissus, Tulips, etc.**

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BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to

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Re-selected Strains in Seeds
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| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
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Fern Runners $15 and $30 per thousand.

Plant runners now for your Easter trade and save express.

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264 High St., Whitman, Mass.

**CHARLES H. TOTTY**

**Chrysanthemums**

MADISON - NEW JERSEY

**IRIS and PEONIES**

We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.

GEORGE N. SMITH
Wellesley Hills, Mass.

eight hundred dollars, and the delegation that came along with this splendid display of fraternity did the personal honors and presentations in most fitting style. Here in Philadelphia we had the pleasure of meeting Mr. Stevens on his way back after superintending the floral end at Washington. He had met Mr. Pennock in London before starting over. Mr. Fancourt got out his flivver, and showed him a few of the sights of our fair city. He was much impressed with the flower stores—especially that of the Battles organization—also with the Wissahickon Drive, and the fine points.

---

The outlook for Thanksgiving week is fine at this writing (Nov. 19). Prices are more reasonable than a year ago, and orders are coming in from all points in encouraging style. One of the features is the demand for Cattleyas. There were very few in sight. Then, they took the fancy Cypripediums, such as Harefield Hall, and others of that type. Now, even these, and the less wanted Oncidiums, are mostly taken up, and the orchid market is throwing up its hands and saying "nothing doing." On high-toned roses, chrysanthemums, and carnations, the demand was also very good; but could be supplied in one way or another, and at some kind of a price. But on orchids—no matter what the price—the goods were not there! If it's as bad as that for Thanksgiving, what will it be when Christmas comes around!

---

Jack Mills is still on the warpath, and he says: "George, it's simply wonderful how they are anteing up. Your little story about them getting their checkbook ready was a great help. It takes a good deal of talking to make some of them understand. That's the big thing—to make them understand. Good Lord! It isn't the money! No, sir, if you can only make them understand—out comes the checkbook, right away." So Mark is still hard at it, and all who are in favor of the great slogan, "Say it with flowers," not only help the business but help themselves when they hand out their little check to Mark to help spread the good news. Mark works for nothing. If the other fellows don't work, they ought at least cough up their little share.

---

Mr. Pennock's speech to members of the Chrysanthemum Society of America at their annual gathering in Chicago, Nov. 16 and 17, was certainly a good one. The points he brought out are of great importance and if properly followed up will be of great benefit all along the line.

**GLADIOLUS BULBS**
For
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All Varieties
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CALLA BULBS, Elliottiana.
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VALLEY PIPS, German and Dutch, best forcing pips.
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SEEDSMEN
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Oscar S. Magnuson, of Kane, Pa., has been receiving many congratulations on the magnificent stock of chrysanthemums put out by him this year. He has had 42 varieties blooming in his greenhouses, and it is seldom that their quality has been equaled, according to reports of men in the trade who have seen them.

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## FLORISTS SHOULD PROTEST

Dear Sir:—

On November the 15th the following bill was introduced in the Congress of the United States, and reported favorably by the Interstate Commerce Commission.

A BILL

Relating to Special Delivery of Mail Matter

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Postmaster General is hereby authorized, in his discretion, to restrict the application of the special delivery stamp or equivalent stamps and the special service rendered in connection therewith to mail matter of the first class.

This would either mean that the thousands of people who receive packages from florists daily by special delivery parcel post would be denied the privilege of the mail or we would have to get a special privilege. Don't you think it wise to have every florist in the United States to write to his congressman not to disturb the special delivery business which the florists and druggists now enjoy. To say nothing of the other interests we are not so interested in.

Very truly yours,
WM. F. GUDE,
Washington Representative of the S. A. F. & O. H.

---

Martin F. Dillon has been appointed district manager of the Empire State Nursery Co., and will have his headquarters at Skaneateles, N. Y.

**GLASS CLOTH**

A transparent waterproof fabric as efficient as glass for hotbeds, coldframes, etc.

Sample 3x9 ft., prepaid, $1.00.
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**BULBS**

Lilium Giganteum. This is good stock to have and by no means plentiful. Write now for prices while they are to be had, also for a complete list of Dutch bulbs and seasonable seeds and plants.

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TWO NEW SALVIAS

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Salvia, White Bonfire. Salvia, Salmon-Pink Bonfire, 2 inch pot plants, January delivery and later. 1 dozen for $3.50; 25 for $6.00; 50 for $10.00; 100 for $20.00.

NEW GERANIUMS

Red Barney, Brilliant Red. 2¼-inch pots ready November 10th. $4.00 per dozen, $25.00 per 100.

Mrs. Geo. E. Buxton, Double Rose Pink, 2¼-inch pots ready December. $15.00 per 100, $125.00 per 1000.

| | 100 | 1000 |
|---|---|---|
| Nutt, Buchner, Rooted Cuttings | $3.00 | $27.50 |
| Poitevine, Richard, Rooted Cuttings | 4.00 | 35.00 |
| Nutt, Buchner, 2¼-in. pots | 6.00 | 55.00 |
| Ricard, Poitevine, Montmore 2¼-in. pots | 7.00 | 65.00 |
| Mrs. Lawrence, 2¼-in. pots | 7.00 | 65.00 |

Ask for Prices on Other Varieties
Ask for Complete List of Seeds, Bulbs and Plants

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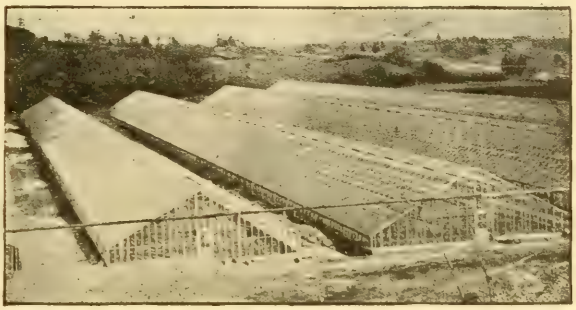
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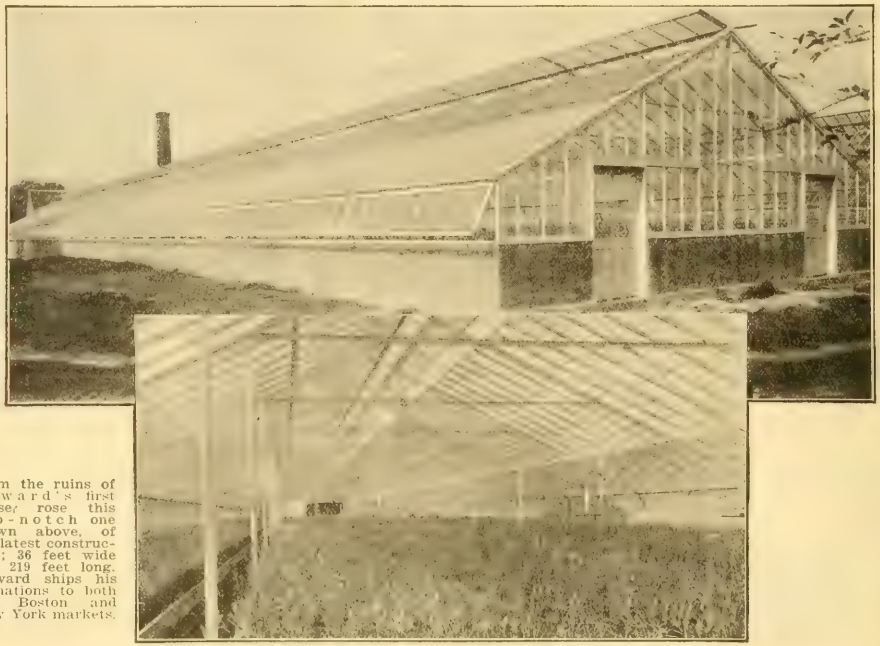
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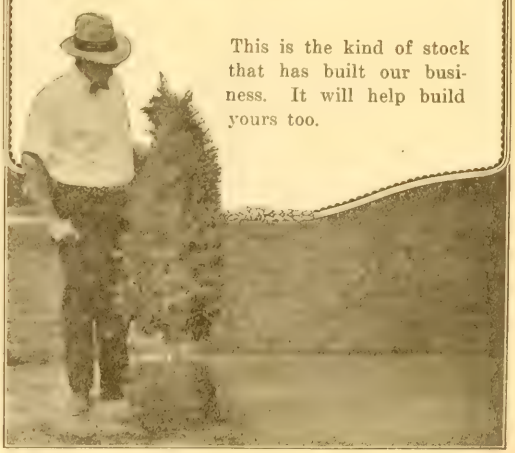
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### ICE STORM EFFECTS

#### Nurserymen Lose, But Not So Heavily as at First Feared

The ice storm which worked much havoc throughout the northern part of Massachusetts naturally hit some of the nurserymen pretty hard. At the same time, the damage was not as great as was at first feared, as was shown when the ice had melted off. There was a scene of devastation in many nurseries. As Winthrop H. Thurlow, of the Cherry Hill Nurseries at West Newbury, Mass., expressed it, the trees looked as though they had been under shell fire, limbs six or eight inches in diameter being broken short off. Many of the fine old trees at this nursery were broken, some so badly that years will be required for them to grow up again. Elms, sugar maples and even hickories lost limbs up to twelve inches in diameter. Small twigs a quarter of an inch in diameter were coated over until the ice was two inches thick. An interesting feature of the storm was the fact that the evergreens were not broken down nearly as much as the deciduous trees. Fortunately the large spruce hedges at Cherry Hill, which are famous throughout the country, were practically unharmed.

At the Eastern Nurseries in Hollis-ton, Mass., where it was feared the loss would be heavy, there was little damage to nursery stock, save that a few rhododendrons in the woods were injured by falling branches. Large trees on the place, however, especially some fine old elms, were badly wrecked.

### THE ICE STORM

On the twenty-seventh of November a dear little girl asked me to go with her to fairyland. She told me to go into my garden at nine o'clock in the evening, and there I would stumble over something and so find the entrance to the fairies' grotto. I always loved the tiny folk from the time I was a little child and felt if I were very good the fairies' spells would bring my wooden horses into life. I knew they danced with the bumble-bees and drank dew out of the acorn cups. So I was glad to go to fairyland.

But I mistook my little friend's directions, for at twelve o'clock that night I was among the giants. They were playing ninepins with out beautiful trees, breaking them into kindling wood, throwing them down on the ground with a crash, crash, crash. The next morning we looked for our trees, which Mother Ceres and Father Time had for years been cherishing, telling the little birds to nest in their branches and the little squirrels to run from bough to bough with a glad alacrity of life, and they were gone. The pines had lost their branches, the elms looked as if the giants had borrowed bombs from some inimical power, the maples and oaks were cleft in two. The beauty of our woods had gone. No, the Norway spruce had braved the blast, the sentinel pines, though reft of branches, still towered above the gray stone wall, the cedars and birches were bent to the ground but would spring again to life, and some faithful old appletrees were lifting up their boughs with a promise of again bearing fruit for us. Many of our dear friends among the trees had gone, never to be replaced—but from under the pine needles I heard the whisper of the flowers: "Be not forlorn; we, too, will miss the beautiful trees, but we will blossom brighter for you next year, for the fall of the trees will let the sunshine in to warm us under these brown needles. Mother Ceres and her daughter, Proserpine, will make pretty, gay dresses for us to dance in at the fairies' ball, Pan will come again to the woods and Orpheus will play his music there."

M. R. CASE.

Hillcrest Gardens, Weston.
December 2, 1921.


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# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189'..

Vol. XXXIV DECEMBER 10, 1921 No. 11

## THE TALK OF THE TRADE

Many times we hear the question asked as to how much new glass is being erected or being planned for the near future. I believe it is a fact that there is more activity in that line than has been shown for a number of years past, or at least since the beginning of the war. I think it is true, however, that all the building in sight through New York State and New England as a total is not enough to make any appreciable effect on the market. It certainly cannot come near at all to taking care of the old houses being closed down on account of being too expensive to operate, and there is more of that class than one realizes. Also the natural and normal increase in new flower buyers must be considered. This does not apply so much to the larger flower markets but to the smaller or medium size towns and cities in New England and that spreading out of trade easily can take care of increased output.

Another thing in connection with this question of supply is a point which is continually coming to my notice. That is the matter of production. Is not production now below the normal? I believe that it is. Of course, the majority of ranges of glass are up to the peak of production or near to it, but I also see a lot of places with more waste space than usual or more bench area not producing all it should.

I am strengthened in my conviction stated four or five weeks ago that stock will be short and it is right now on the way to that point.

---

The way the growers around Buffalo, Rochester, Syracuse and other New York State cities grow the Cleveland Cherry and its various sports is all to their credit. They certainly know how to finish them in the size that sells well and gives the best results. Not 6" and 7" pot stock with plants all the way from the size of a peck measure to a bushel basket, but fine dwarf compact plants, mostly in 4"-4½" and some 5" pots and well loaded with berries. It is not a difficult plant to do right and I never could see why so many growers load themselves up with an over-supply of great coarse-looking plants which are hard to handle, take a lot of room and move slower than the small plants.

---

I don't know of a Pompon chrysanthemum that seems to give the same good results as the Pompon Anemone Sunshine, rich yellow in color, finely formed flowers, a good grower, easy to handle and with a finish to the flower that can hardly be beaten. I noticed in particular some excellent stock of this variety at David Scott's greenhouses in Corfu, N. Y., and another fine lot was grown by Hugo Teute, Syracuse, N. Y. Mr. Teute grew a block of them, four to six blooms to the plant, disbudded, one flower to the stem. They were fine. Try it out for something a little different.

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It is welcome news to many florists that the Joy Floral Co.'s new carnation, Natalie, is to be sent out season of 1923. I predict for this variety a record breaking sale. Here's hoping the introducers will have a big block of stock to work on.

As is the case with the new white, T. C. Joy, Patten & Co., of Tewksbury, will assist in the introduction. Carnation growers in general are ready to welcome Natalie as one to take the place of Ward. It has all points in its favor, color, stem, habit and, a very important point, productiveness.



The Late M. A. Patten

The greenhouses of Gibbs Bros., Holyoke street, Lynn, Mass., are filled with well grown stock. While not growers of extra large quantities of pot plants, they do stand right up with the leaders. In two lines in particular they shine. They are Cyclamen and Melior and Peterson begonias. A house of carnations is also in fine shape and I think their Hope Henshaw is as good if not a little better than any I have seen anywhere. It evidently likes their treatment.

William Sim, of Cliftondale, Mass., is one of the few growers in the north growing the carnation Lassie, and I have been interested in watching this variety since early summer. The color is good, a little darker than Ward, average commercial size, good stem and, best of all, it grows like a weed. Mr. Sim says he hasn't a carnation on his place which will produce more flowers than Lassie. It sells well in the wholesale market and should be a money maker for the florist who retails his own stock.

The first shipment of German Valley pips has just arrived via Holland. In spite of the drought in Europe the quality is equally as good as last season, but the price considerably less. The first shipments direct from Germany will arrive during the next two weeks.

The first shipments of English Manetti stocks are now en route. The drought in England continues, and the ground is so hard that most shippers prefer to await rain before digging. Prices are moderate, with no present fear of a shortage.

Shipments of Phoenix Roebelenii seeds are now en route, the first substantial shipments since the war began—but it will likely be late in December before they arrive. The new crop of Cocos Weddeliana seeds is now in.

Calla Elliottiana from the west is now arriving on the market in New York. The California shippers still have much to learn with regard to packing and grading, also with regard to the general execution of orders.

### NO BULB SURPLUS

Among the arrivals per steamer "Noordam" at New York recently were Mr. C. Westerbeek and J. P. Schmal of The General Bulb Company. Mr. Westerbeek reports no surplus of bulbs after the shipping season and tells us that the fall planting has been accomplished under ideal weather conditions.

## WHAT'S DOING IN BOSTON

### EVANS GREENHOUSES SOLD

Charles Evans, of Watertown, who has been in the market for 25 years, has leased his greenhouses to Thomas Coffey, who will use them for vegetable growing. Although Mr. Evans is retiring from the greenhouse business, he will continue to grow out-door stock, making a specialty of Peonies and Gypsophila. Mr. Evans will be missed in the market, but his friends believe that he has earned the right to take life a little easier.

### AN UNUSUAL DECORATION

Sidney Hoffman was recently called upon to put up a very unusual decoration in the Copley Plaza Hotel. The occasion was the wedding anniversary of the manager. As the latter had just returned from a hunting trip, it was decided to put up a replica of a woods camp. Mr. Hoffman secured a number of very tall evergreens for a background. Then he had a carpenter make a rough frame showing the front of the cabin. The frame was filled in with paper boards and painted over to resemble an old camp. Some poles across what looked like stumps carried a weight of pheasants, partridges and other game, while close to the hut a wild deer was suspended. A few tree ferns on the stumps added to the general lay-out, and the floor was covered with pine needles and cones, which were kicked about by the guests just as would be the case in the woods.

While the work was done quickly, the result was so effective that it aroused a great amount of comment and brought Mr. Hoffman many congratulations.

### CARTERS' PLANS

The statement has been published that Carters' Tested Seeds, Inc., was to close its Boston office. This is not true. While the headquarters have been moved to the New York office, the store on South Market street, Boston, is to be maintained. It will be carried on mostly for retail business, as the Carters have built up a fine trade in New England. Mr. W. J. Collins will spend most of his time in New York, however, instead of in Boston. The New York store of the Thorburn Co., which has been taken over by the Carter people, is being remodeled, many changes being made. There is to be a new golf department, among other things, and much attention will be paid to grass seeds for golf courses.

### MARCELLUS A. PATTEN DEAD

#### Passes Away at His Home in Florida

Marcellus A. Patten died Monday, December 5, at his home in Lakeland, Fla. Mr. Patten was a former president of the American Carnation Society and one of the best known carnation growers in the country. For a great many years he was located at Tewksbury, Mass., and only recently sold the business to his son, Harold Joseph Patten, who now carries it on.

Mr. Patten retired from active business several years ago and bought his Florida home where he has spent his winters. Two weeks ago he fell, but apparently had recovered from the injury, when stomach and bowel trouble intervened and he passed away. With him was his wife, Genevieve Susan Patten. Besides his son Harold, he also leaves another son, Wilbur Allen Patten, who is superintendent of the United States Experiment Station at Brookville, Fla.

Mr. Patten was a native of Lowell, Mass., having been born in that city in 1849. His first experience in floriculture was with W. C. Strong & Co., Brighton, Mass., and later with Weil and Bros., Cambridge, after which he went into the florist business on his own account in Lowell. Subsequently he disposed of his Lowell interests and built a range of houses at Tewksbury, where his abilities as a carnation grower soon commanded wide attention at the exhibitions of the Massachusetts Horticultural Society, the American Carnation Society, and the Gardeners' and Florists' Club of Boston, with all of which organizations he had long been identified. His flowers won high honors and he was accounted one of the most skilful carnation growers for the Boston Market.

In 1908 Mr. Patten was elected president of the American Carnation Society. Fitted by nature with the intellectual gifts and manly attributes, and by experience with the skill and practical knowledge which go to make up the ideal chief officer of such an institution, Mr. Patten brought to the office that dignity, character and fitness which made his term a notable one.

### TRIBUTE FROM PRES. HOWARD

I have known Mr. Patten for the past 25 years and more, having met him at the conventions of the American Carnation Society. He was well liked, always willing to attend the meetings and to carry exhibits, and to

do all that he could for it. He was very well known through the west and middle west, and will be missed very much.

W. D. HOWARD,
President, American Carnation Society.

### TRIBUTE FROM S. J. GODDARD

Our dear friend, Patten, has passed on to his reward.

How we shall miss his brotherly love and affection, his counsel and companionship, loved and respected by all with whom he was acquainted.

The memory of having been one of his many friends will be a lasting pleasure that time will only increase.

S. J. GODDARD.

### FUNERAL OF MR. PATTEN

The body of the late M. A. Patten was brought from Florida to his home in Tewksbury, Mass., for burial. The funeral was held at 2 o'clock, Thursday afternoon, and was attended by a great number of friends in the trade.

### CHRISTMAS GREENS

It is reported that there is a shortage of Princess Pine in the Pennsylvania mountain section from which the florists receive much of their supply for Christmas and the holiday season. It seems that there have been heavy early snow falls which cut the harvest season short. Princess Pine is harvested as soon as a good frost has cured the foliage and put it in condition for shipping. If snows come soon after, there is but little time to gather the crop.

The shortage of Princess Pine will not be felt so seriously as would have been the case a few years ago. In some parts of the country, at least, it is being used to a very much less extent. Mr. Charles Robinson, of the Henry Robinson Co., of Boston, said recently: "We do not use a great amount of Princess Pine here in New England compared with former days. This green has been replaced to a very large extent by boxwood, great quantities of which are sent to us from Virginia. Boxwood makes an ideal green for holiday decorations, being satisfactory in color and texture. Prices for Boxwood range a trifle higher than was the case last season. It is the same with holly, of which a great amount is used in the north. Some holly coming in from the far south is well berried, but on the whole berried stock is much harder to get than usual.

VAN GINHOVEN & CO.
116 Broad St., Room 10, New York, N. Y.
Your address for Holland-grown Hyacinths, Tulips, Narcissi, Crocus, Lilliums, Lily of the Valley, etc. Please write for catalogue.

OUR CHRISTMAS SPECIALTIES

Our eight page price list containing the season's offerings in Greens, Wreaths, Christmas Ribbons and Seasonable Specialties, has been mailed. If you have not received a copy write us at once, and be up to date on all the latest and best. Among the items listed are—

Holly Wreaths, Mistletoe, Laurel, Retinispora, Boxwood, Magnolia, Hemlock, English Ivy, Roping, Mexican Ivy, Pine Cones, Immortelles, Poinsettias, Red Frieze, Red Ribbons, Green Mats and other timely suggestions for the Holidays.



S. S. Pennock Company
THE WHOLESALE FLORISTS OF PHILADELPHIA

NEW YORK 117 W. 28th Street | PHILADELPHIA 1608-1620 Ludlow St | BALTIMORE Franklin, St. Paul Sts. | WASHINGTON 1216 H Street

### TRYING TO GET TOGETHER

A determined effort is being made to bring the growers and retailers of Boston together in a plan which shall do away with selling at retail in wholesale markets and inaugurate co-operative advertising. Meetings of the different associations are being held and some sort of agreement is expected soon. The growers have suspended advertising for the time being, but much retail selling is going on in the market.

The retailers have passed the following resolutions:

#### THE RESOLUTIONS

WHEREAS the Boston Wholesale markets are opened to the public for retailing flowers:

WHEREAS said action has been duly authorized by the directors of said markets:

WHEREAS said action is ruinous to the retail flower trade of New England and a menace to the entire structure commercializing flowers,—both morally and financially.

RESOLVED, therefore: That the New England Retail Florists' Association collectively, and its members individually, protest such action of directors of said markets as against the principles of justice and against all interests of the flower business represented by the growers, wholesalers and retailers.

RESOLVED, therefore: That a committee be empowered to represent this organization, whose members pledge full support to take immediate action to remove this menace.

NEW ENGLAND RETAIL FLORISTS' ASSN.
CHARLES F. BOYLE, President.
ELIJAH S. Gorney, Secy.

Committee: John O'Brien, chairman; William Penn, Carl Becker, Charles F. Boyle, Sydney Hoffman.

### FRANK L. BUDLONG DEAD

#### Famous Rose Grower Passes Away Suddenly While in Florida

Mr. Frank L. Budlong, the famous rose grower and greenhouse man of Rhode Island, passed away suddenly Tuesday night at Fort Meyers, Fla., where he was spending the winter. Mr. Budlong was 71 years old. He built up near Providence one of the largest establishments in the country. While he has not been actively engaged in business of late years, he never lost his interest in flowers, and especially roses. The body will be brought north for burial, the funeral being at his late home in Auburn, R. I., Sunday afternoon.

### THE MARKET

The flower market is extremely dull and prices are lower than they were last week. It is hard to get four cents for carnations, while roses are selling from six to sixteen. Some of the salesmen think that the slump is due in part to direct buying which has been taken up by some of the retailers.

HENRY PENN'S CHRISTMAS MESSAGE:

This year, more than ever, have an outlined advertising program to be used in the local newspapers to stimulate more sales. More energy is being directed in this channel by all other lines. Why shouldn't flowers receive the same support as all other commodities?

Penn The Florist

# ADVERTISING AND SELLING

Sustained advertising which is effective embraces many methods. One of them embodies the use of cards of some kind to be placed in boxes of flowers for customers. A particularly attractive card goes out from the Houghton Gorney Flower Shop in Boston. The card is embellished with a very attractive border, including a picture of the famous spire of the Park Street Church, which Mr. Gorney has come to use as a trade mark. The reading matter on the card is as follows:

**To All Recipients of Houghton Gorney Flowers:**

Our way of showing appreciation of an order is not merely thanking the customer, but trying to fill the order better than was expected.

We are always careful to check over and inspect every order before shipping, but regardless of the fact that we are operating the best inspection system we can invent, errors will occur in a business which handles hundreds of orders daily, as we do.

We therefore suggest that you examine these flowers as soon as received and make sure that they are satisfactory. If not, notify us at once, as we desire every recipient of Houghton Gorney flowers to be a little more than satisfied.

It is this desire to serve that has built our business.

---

In a recent issue Horticulture published a picture of Henry Michell's attractive bulb window. Mr. Philip Freud, display manager for the Michell Co., has been telling a writer in the Seed World some of the secrets of his success in window decoration. Some of the hints which he gives are as follows:

"Make a special point of good backgrounds that can be used again.

"Have enough high-grade accesories or 'props' that will harmonize with the theme being staged.

"'Stand in' with department stores, so that they will loan their lay-figures and other articles needed.

"A good spot-lighting system helps in the windows.

"Don't use plain signs in the window by themselves, or without introducing them in an attractive way.

"Seasonable displays are the most result-producing.

"Life-size lay-figures are particularly effective."

Asked what he considers the essentials of a good show-window arrangement for the seed business, Mr. Freud answered in his own way:

"In the first place I am a firm believer in good backgrounds; but they must be very good. For many of my display themes I use scenes painted especially for Michell's by a skilled scene painter. Nobody would be attracted to a window containing plain seeds or bulbs, so it is necessary to have something not only attractive, but in harmony with the idea of seeds and bulbs and in keeping with the season for which they are to be planted. Then the 'props,' or accessories used in the staging of a scene must also be in keeping with the central idea.

"I have learned that, as a rule, the public will not read a plain sign in a show window attentively when it merely stands by itself, carrying out the function of a label, or announcement. It simply doesn't stir their interest effectively. A sign must be presented in an enticing way. One of the most effective ways, I have found, is to place it in the hand of a lay-figure that fits into the scheme of things. Another equally result-producing method is to fasten it to, or hang it upon, some property used in staging the scene, where it would be most natural to ap-

PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street

East Bridgewater, Mass.

pear. I am much in favor of the use of lay-figures, or dummies, wherever they can be used to advantage as 'acting out' the scene. Everyone likes to see a 'show' and the more lifelike it can be made, the more interest in it is apparent. If a scene is foreign, which is readily possible in our business, so much the better; foreigners, their ways and their merchandise always are entertaining to the public.

"I have just said that the more lifelike the 'show,' the more interest is evidenced in it. This is one reason why we make use, to a large extent, of life-size lay-figures. We have, for instance, two very handsome, life-size manikins from Japan, both figures of women. The pair cost the house $375 to import, and the duty on them amounted to $107, but the expense was worth while. They can be used over and over again, in many guises. This, to a large extent, is true of the painted backgrounds, just as backgrounds, 'grips,' 'flies' and 'wings' are repeatedly used in the theater

Charles D. Adams, the proprietor of a greenhouse at Cherokee, Ia., died recently at the age of 67.


## CHRISTMAS PLANTS

| | | |
|---|---|---|
| ORANGES, 6-12 fruit, per fruit | | $ .35 |
| CHERRIES, per doz. | | 9.00—12.00 |
| BEGONIAS—MELIOR, CINCINNATI & PETERSON | | |
| 3½-inch, per hundred | | 35.00 |
| 6-inch, per hundred | | 150.00 |
| 6½-inch, per hundred | | 250.00 |
| POINSETTIAS | | |
| 3½-inch, per hundred | | 35.00 |
| 3½-inch (2 branch), per hundred | | 50.00 |
| 4-inch (2 branch), per hundred | | 75.00 |
| 5-inch (3 branch), per hundred | | 100.00 |
| 5-inch (4 branch), per hundred | | 125.00 |
| 6-inch Pans, each | $1.00 | 1.50 |
| 7-inch Pans, each | 1.50 | 2.00 |
| 8-inch Pans, each | 2.00 | 3.50 |
| 10-inch Pans, each | 4.00 | 6.00 |
| HEATHS, each | 2.00 | 10.00 |
| EUPHORBIA | | |
| 7-inch Pan (9 stems), each | | 2.50 |
| Cut, per doz. | | 3.00 |
| PALMS, FERNS, RUBBERS, ETC. | | |
| PEPPERS, 3½-inch, per doz. | | 2.00 |
| 6-inch Pans, per doz. | | 6.00 |

William W. Edgar Co.
FLORISTS
WAVERLEY, MASS.
TEL. BELMONT 600



*YOUR CUSTOMERS WANT*

# Live Evergreens

FOR WINTER HOME DECORATION

(Used Indoors or Out)

**SPECIAL OFFERS**:—Send for Bulletin No. 11 with illustrations, prices and trade discounts.

## Little Tree Farms

AMERICAN FORESTRY COMPANY
15 Beacon St., Boston, Mass.
Dept. R-2

*Prompt Shipments Guaranteed*
*Little Tree Farms Quality Guaranteed*
*F. T. D. ORDERS SOLICITED*



Your Choice 3 Ft. Arborvitae or Spruce As Illustrated—"B & B"

**$3.00 Each—2 For $5.00**



Six White Spruce, or Arborvitae, and Window Box (Evergreens about 18 inches high)

**$5.00**

# LA FRANCE

## *The Phenomenal Giant Everbearing Red Raspberry*

**Superior to any other Raspberry; produces large, juicy berries of finest aroma; very prolific, heavy bearer, absolutely hardy and free from disease.**



**Produced in the New England States, succeeds well in all sections.**

**Retails now at $6.00 per dozen, $49.00 per hundred. Strong field-grown plants.**

**Awarded First-Class Certificate by Massachusetts Horticultural Society and by all other Horticultural and Agricultural Organizations before whom it was exhibited.**

**Make reservation now with your dealer for Fall or Spring delivery.**


## DESCRIBES MANY ROSES

### S. S. Pennock Reports on a Visit to the Sparrieshoop Rose Fields

By S. S. Pennock

(Continued from November 25.)

S. S. Pennock H. T. (Mr. Kordes' description.) Seedling of Lieutenant Chaure's Mrs. George Shawyer. The bud comes pointed long and thick. Opens well in every weather to a big, high-centred, well-shaped flower. Its keeping qualities are at least those of Shawyer, but the color is clear pink with intense apricot shadings. As full as Shawyer, but freer, we counted 6-10 single stemmed good flowers on the plants at the same time—as they stood in the field as against Shawyer 4-6. The flower always stands single on very long stiff stems. Good in Spring under glass. Probably a good forcer also. Kordes seedling to be distributed in fall 1922.

Wilhelm Kordes. Pernettiana. Seedling of Adolf Koschel & Gorgeous. The bud comes a long, pointed, almost always single. Bud color is a little yellow with scarlet red. The flower is medium sized, but of ideal shape, and opens in the worst of weather. Color difficult to describe. In cool weather glowing scarlet with gold yellow centre—in hot sunny weather golden yellow with deep red stripes and veins. Perhaps up to now the most distinct of all the bicolored roses. Distribution Fall 1922. No mildew or black spot.

Camillo Schneider. A seedling of Lieutenant Chaure and Comte G. de Rochennor. Bud thick, pointed, dark red. Opens to a well built medium sized clear crimson colored flower. Good in every weather. Will be much admired on account of its well formed, clear colored, erect borne, freely produced flowers. Makes strong healthy plants. Fall 1922.

Hortulanus Fiet (verschuren) Pernettiana. A wonderful rose. Bud thick, pointed, mostly white opening to a splendid clear massive golden yellow. Ideal shape and very strong petals make it a rose that is perhaps one of the most admired when known. Perfectly pestfree.

Miss Willmot. H. T. A very distinct white or sulphur white rose, bud thick, pointed, greenish-white. Opens to a well formed full flower. Most of the buds have a light pink centre on the tip of the opening flower, but this disappears and the open flower has a really fine color.

Gloire de Holland H. T. A much-needed rose for beds in the open. Blackish crimson—very rare color. Buds very dark, opens to a well formed cup-shaped big flower.

## CHRISTMAS PLANTS

### Jerusalem Cherries, Pans for the Table and Paper Whites

The ever-popular Jerusalem cherry is a plant that appeals to the average buyer and a good specimen will always find ready sale for the holidays. Unlike the cyclamen, primula, or azalea, there is little demand for them after Christmas. Therefore, it is up to the grower to unload all possible at this season of the year.

The mild fall has ripened the berries considerably earlier this year, but with careful watering no difficulty will be experienced in keeping them in good shape. If the berries are somewhat green, keep on the dry side for a while. This will ripen them at least two weeks earlier than when thoroughly watered.

Pans for the table use are becoming more popular every year. The demand in the last few years has increased 100 per cent. Pteris ferns, and small begonias, cherries, or primula sinensis make a cheap attractive pan. In fact, anything that has color enough to make contrast with green ferns. Brightness for the table must always be the aim of the person making up for Christmas. The writer has not found it advisable to make up pans too far in advance, but rather a few days before needed.

Bringing along paper whites is usually an easy matter with most growers, as little forcing is required, provided the bulbs are well-rooted. It is a good plan to have enough to meet your requirements in the event of a shortage of Christmas stock. Carnations, roses, etc., are high in price, and many sales are lost at this season of the year, because of the high cost of made-up work, whereas with a few paper whites to help out a creditable showing can be made at reasonable cost to the purchaser.

Roman hyacinths and red tulips are also popular for pans. Duc Van Tholl is perhaps the best variety to use for Christmas forcing. It is doubtful, however, whether it is a paying proposition for the small grower, as considerable experience is required to get good saleable stock. The most important item in the production and finishing of stock for the Christmas trade is temperature and careful watering.

## FLORISTS' HAIL ASSESSMENT

The Florists' Hail Association will levy its 34th assessment on January 1, 1922, due February 1, 1922. The Association has paid 43 losses since its annual meeting in August last.


# CARNATION CUTTINGS

**NEW AND STANDARD VARIETIES**
**For December and Later Delivery**

**THOMAS C. JOY.** We believe this one to be the best all-round pure white Carnation offered. It has been tested and tried in different sections of the country and without exception has made good. December and later delivery. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**MAINE SUNSHINE.** Seedling of Ward and Crystal White. Good yellow Carnations are always in demand. Maine Sunshine is a good, clear yellow. Rooted Cuttings, $15.00 per 100, $120.00 per 1000.

**LASSIE (Ward x Alice).** A commercial Carnation of exquisite shade of cerise. Very free bloomer. A decided improvement on Ward. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**WHITE DELIGHT.** It is an improved Pink Delight in all but color. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**REDHEAD (Aviator x Alice).** The finest scarlet Carnation today. Exceptionally free bloomer. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**RED MATCHLESS (Matchless).** Scarlet just a little stronger in growth than parent. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**HARVESTER.** A cross between White Wonder and Matchless. Pure white. Rooted Cuttings, $10.00 per 100, $90.00 per 1000.

**HAPPY DAY.** A very fine red. Rooted Cuttings, $10.00 per 100, $90.00 per 1000.

**LADDIE.** The best of them all. Rooted Cuttings, $15.00 per 100, $125.00 per 1000.

**All the standard varieties, prices on application.**

# NEW GERANIUMS

**Mrs. George E. Buxton.** Has every indication of being the best commercial double Geranium in the market. Very strong grower, producing exceptionally large trusses. A most beautiful shade of Bridesmaid Pink. Equally good for pots or bedding. Rooted cuttings, $15.00 per 100, $125 per 1000.

**Elmira.** Color of the rose Premier. Produces large truss and has every appearance of a good commercial variety. 2-inch pots, $15.00 per 100, $125 per 1000.

# REX BEGONIAS

2½-in. pots
All the best varieties, mixed
$14.00 per 100 $125.00 per 1000
Extra, extra good, $20.00 per 100

# DAISIES

| | 100 | 1000 |
|---|---|---|
| Boston Yellow, 2½ in. | $7.00 | $60.00 |
| White Marguerites, extra strong, 2½ in. | 6.00 | 50.00 |
| Mrs. Sander, 2 in. | 6.00 | 50.00 |

Limited quantity

**Our Complete Price List is worth having. Send for it.**

**Get in touch with us for some of the newer and better varieties of Chrysanthemums.**

# C. U. LIGGIT

Wholesale Plantsman

303 BULLETIN BUILDING
PHILADELPHIA

New England Office
15 Cedar St., Watertown Station, Boston
L. J. REUTER in Charge

# Ferns Ferns Ferns

**NEPHROLEPIS MACAWII (new)**

Beautiful, dwarf, compact plants

5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

**NEPHROLEPIS EXALTA BOSTONIENSIS**
**(Boston Sword Fern)**

**NEPHROLEPIS WHITMANI**

**NEPHROLEPIS VERONA**

**NEPHROLEPIS ROOSEVELT**

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

Write For Florists' Prices

# R. & J. Farquhar Company

6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

Scores of people mention the fact that the section of the country north of Boston just after the recent sleet storm must have looked very much like devastated France after the war. The damage to big trees was great. Thousands of trees were broken beyond recovery. Many thousands, too, will be cut down, no doubt, because of the expense required to save them. It is pleasant to find, though, that great numbers of householders and citizens in general are making great efforts to repair the damage and preserve the trees. It has been an excellent opportunity for so-called tree repair men who pass as experts but who, in reality, know little about the business, to get in their work. As a matter of fact, tree repairing is a job for trained men only. The Davey people, who are known for the excellence of their tree work, were on the job early, placing large advertisements in the Boston papers, and a great amount of work was turned over to them.

In a bulletin sent out by the Massachusetts Forestry Association, the statement was made that an average shade tree is worth $1.00 per square inch of cross section at breast height. This means that a tree one foot in diameter at a point four and a half feet from the ground contains in its cross section 113 square inches, and so is worth $113. Gardeners who want to repair the trees on their places without resort to outside assistance will get much good advice from "Practical Tree Repair," by Peets.

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Mr. Theodore F. Borst, of Little Tree Farms, has called my attention to several interesting matters in connection with the great ice storm. He pointed out that the evergreens had suffered but little. These trees, as he says, have a habit of growth which makes them able to withstand storms which badly damage deciduous trees. It is a fact, I believe, that greater care should be exercised in the selection of trees for exposed positions. In several instances plantings of ornamental deciduous trees on hillsides have proved disastrous. The trees have been continually damaged by winter storms, while evergreens would have gone through without loss. This is a point for both nurserymen and landscape architects to keep in mind.

Another point is the need of pruning some of the trees which make a lot of wood, the sugar maple being a good example. This tree throws out a great number of long slender branches if left to itself. Good practice means thinning which will reduce the amount of wood and produce shorter, sturdier lateral growths. According to Mr. Borst, the trimming of sugar maples should be done before the sap starts to flow, but with oaks and some other trees, the work can be left until much later.

Some of the advice about trimming back the trees damaged by the ice storm doesn't seem to be very well chosen. If the damaged limbs are cut back to the trunk, as is being advised, the trees will look like flag poles, and there will be no opportunity for new branches to fill in the open spaces. What is really needed is corrective pruning such as is done in nurseries.

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Apparently Burpee's Sweet Peas are going strong this year. The interest in sweet peas seems as keen as ever, and much is expected from some of the Burpee novelties. A recent circular issued by the Burpee Co. shows several of these new sweet peas in colors. The work is exceedingly well done typographically, and the flowers themselves are remarkably attractive. It seems to me that Floradale Purple and Rosalind should win special favor. As a crimson sweet pea it is hard to surpass Rosalind, and I can well understand why it was awarded a certificate of merit by both the American Sweet Pea Society and the Pennsylvania Horticultural Society.



A Fine Cypripedium Hybrid

# ORCHIDS

## CYPRIPEDIUMS

The Cypripedium, or so-called Lady-slipper, is a terrestrial Orchid, or in other words, an Orchid that grows in the earth. It is the most widely distributed of all Orchids and numbers some 90 species and literally thousands of varieties. One section comes from the north temperate zone, one from the northern part of South America, and another section from Asia.

The Eastern section we generally term Cypripediums, the South American Selenipediums, on account of the structural difference in the flowers of the latter.

Cypripedium species in their native



FANCY DAGGER FERNS

A No. 1 Quality, $2.50 per 1000

HENRY M. ROBINSON & CO., Inc.

2 Winthrop Square 32 Otis Street

Boston, Mass.

habitats the world over are slowly but surely becoming extinct because the sexual apparatus is so situated that self-fertilization is practically impossible; it is also difficult to find an insect capable of effecting the necessary fertilization.

October and November are probably the two months when the majority of Cypripediums are in flower, although some flower earlier and some later than the preceding months. This is the Orchid that ought to be grown above all others by the beginner on account of the simplicity of its culture, as the plants can be grown satisfactorily in any greenhouse where an ordinary plant will grow.

The Cypripedium is an ideal plant for the florist to grow as it is not only easy of culture but is very free flowering. It is also a wonderful keeper and a good seller. The common Cypripedium Insigne used to be grown in quantity years ago but has now been discarded by most growers for newer and better varieties. C. Insigne Harefield Hall is one of the very best varieties to grow; this is simply an enlarged form of Insigne with a bold upright dorsal sepal. Who is there who has not admired the golden yellow Ladyslipper? Cypripedium Insigne Sanderae is probably one of the finest all 'round Cypripedium in cultivation today, and doubtless one of the best sellers of them all. Then we have the Leeanum section, the members of which are all good commercial varieties. C. Leeanum giganteum, C. Leeanum Clinkaberryanum, C. Leeanum pallens, all with bold upright dorsal sepals and long stems.

For later flowering we have Cypripedium aureum and C. aureum Odippe. Both these ought to be included in a commercial collection, as they are some of the last to flower, and can be usually had in flower for Easter. Most Cypripediums will thrive in an intermediate temperature, say 60 degrees at night, with a rise of ten by day, but some few of the East Indian section delight in a warmer temperature. Sixty-five to 67 at night is ideal for the latter. An abundance of water should be given the plants whilst in growth, and at no time should they be allowed to become dry at the roots.

The Insigne section, with a few exceptions, will take plenty of water at all times, but care should be taken with the Leeanum and aureum sections when they are starting to make their new growths, as an over-supply of water at this period is liable to dampen the young growths so that they rot off. Air should be admitted freely to the plants on all favorable occasions, but more sparingly with the East Indian section.

Cypripediums require a moderately heavy shade during the summer but as fall advances this should be reduced.

Compost should consist of two-thirds peat and one-third fibrous loam, with a liberal sprinkling of spagnum moss mixed in.—Douglas Eccleston.



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Choice Orchids

HYBRIDS

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# CRAIG SPECIALTIES FOR IMMEDIATE AND XMAS DELIVERY

**Never before have we offered such a complete line of stock, nor of such high quality. This covers our immense areas of both Flowering and Foliage Plants. We are booking heavily on Christmas orders and would suggest that customers call as early as possible or mail orders at once so as to get the best selection. Norwood is only ten miles from Broad St. Station, Philadelphia, and is easily reached. We mention below a few of our leading specialties.**

## CYCLAMEN

Now booking orders for immediate and Christmas delivery.

This has been one of our specialties for over 20 years. In all our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly, drawn stock offered at less money. We confidently feel that our four large houses containing 25,000 plants will not be enough. They have been pronounced by plant experts from all over the country as the finest stock ever grown.

4-inch pots $60 per 100.
4-inch pots, heavy, $75 per 100.
5-inch pots, heavy, $15 and $18 per doz.
6-inch pots, very heavy, $24, $30, $36 and $42 per doz.
7-inch pots, very heavy, $4 and $5 each.
8-inch pots, very heavy, $5 and $6 each.
9-inch pots, very heavy, $7.50 each.
10-inch pots, very heavy, $10 and $12 each.

## BEGONIAS

Immediate or Later Delivery

**BEGONIA MRS. J. A. PETERSON**

5-inch pots, $125 per 100.
6-inch pots, $24 per doz.

**BEGONIA GLOIRE DE LORRAINE**

5-inch pots, $125 per 100.
6-inch pots, $18 and $24 per doz.

**BEGONIA GLORY OF CINCINNATI AND MELIOR**

These varieties are endorsed by all the leading retail florists. They will hold the flowers much better than Gloire de Lorraine.

5-inch pots, heavy, $125 per 100.
6-inch pots, heavy, $24 per doz.

**BEGONIA KONKURRENT**

A greatly improved Begonia Cincinnati. This variety is a German introduction, and we have tried it for three years. It makes a much better shaped plant than Cincinnati and is free flowering.

5-inch pots, $125 per 100.
6-inch pots, very heavy, $24 per doz.

**BEGONIA PRIDE OF NEWCASTLE**

Dark, red sport of Mrs. Patten. In bloom every day in the year.

4-inch pots, heavy, $4 per doz., $30 per 100.
6-inch pots, heavy, $9 per doz., $70 per 100.

**BEGONIA ERFORDII**

4-inch pots, in bloom, $18 per 100.

**HYBRID TEA ROSES**

My Maryland, Donald MacDonald, Columbia and Ophelia. Exceptionally fine stock for Fall planting, or for growing on for Easter sales.

6-inch pots, $9 per doz., $70 per 100.

**FIELD GROWN CLIMBING ROSES**

Excelsa and Lady Gay, heavy stock. 2-year-old, $6 per doz., $40 per 100.

**OTAHEITE ORANGES**

A fine stock of this wonderful Christmas plant. Best we have ever offered.

2¼-inch pots, for growing on, $20 per 100; $190 per 1,000 plants in fruit ripened, November and December. $0.40 per fruit.

**ERICA MELANTHERA**

5½-inch pots and 6-inch pots, $18, $24 and $30 per doz.
7-inch pots, $36 per doz

## DRACAENAS

There is no variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Christmas baskets, while the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas, in greater variety than any firm in the country.

**DRACAENA GODSEFFIANA**

Green and White leaf, very hardy, fine for baskets

2½-inch pots, $20 per 100.
3-inch pots, $35 per 100.
4-inch pots, $60 per 100.

**DRACAENA WARNECKII (NEW)**

Silver and Green leaf. Very durable
6-inch pots, $30 per doz.
7-inch pots, $3.50 each.

**FANCY DRACAENAS**

We are offering a collection of the new and rare Dracaenas. Very handsome for home decoration or for fancy combination baskets

4-inch pots, $9 per doz.
5-inch pots, $15 per doz.
6-inch pots, $18 and $24 per doz.
7- and 8-inch pots, $3.50 and $5 each.

**DRACAENA MASSANGEANA**

The Dracaena with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.

4-inch pots, heavy, $12 per doz.; $100 per 100.
8-inch pots, heavy, $4 and $5 each.
6-inch pots, heavy, $2 and $2.50 each.
10-inch pots, heavy, $7.50 each

**POINSETTIAS**

The largest and finest stock in America The true red variety.

3-inch pots, $35 per 100.
4-inch pots, $50 per 100.
4-inch pots, branched, $65 and $75 per 100.
7-inch Azalea Pans, 3 plants and ferns, $24 per doz.
8-inch Azalea Pans, 3 plants and ferns, $30 per doz.
8-inch Azalea Pans, 3 branched plants and ferns, $36 per doz.
8-inch Low Pans, 6 plants and ferns, $24 per doz.
9-inch Low Pans, several plants and ferns, $3.50, $4 and $5 each.
12-inch Low Pans, several plants and ferns, $7.50 each.

## PALMS

**ARECA LUTESCENS**

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.

6-inch pots, $30 per doz., made up.
7-inch pots, made up, $4, $5 and $6 each
8-inch pots, made up, $7.50 and $10 each.
10-inch pots, made up, $12.50 each, 5½ to 6 feet tall

**PHOENIX ROEBELENII**

Very scarce. Fine for growing on
2-inch pots, 3- and 4-leaf, $35 per 100.

**CHRISTMAS PEPPERS**

One of the best novelties for baskets, etc
4-inch pots, $6 per doz.
5-inch pots, $9 per doz.
6-inch pots, $12 per doz

## CROTONS

The Croton, with its highly colored foliage, is indispensable during Fall and Winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for Fall sales over 50,000 in 200 varieties, all of the very highest quality and brilliantly colored.

**Immediate Delivery**

4-inch pots, strong plants, $10 per doz.; $75 per 100.
5-inch pots, strong plants, $15 per doz.
6-inch pots, strong plants, $18 and $24 per doz.
7- and 8-inch pots, strong plants, $4, $5 and $6 each.
10-inch pots, strong plants, $7.50 and $10 each.
12- and 14-inch pots, specimen palnts, $15, $20 and $25 each.

**CROTON PUNCTATA**

One of the finest and most satisfactory varieties for basket work and centers of ferneries.

2½-inch pots, $20 per 100; $175 per 1000.
3-inch pots, $35 per 100.
4-inch pots, $50 per 100.

Every retail store and grower should feature Crotons this Fall and Winter. We know our stock will please you and your customer.

**CROTON LEAVES AND SPRAYS**

Cut Croton Leaves and Sprays have been supplied by us in the past few years to some of the leading retail florists, who have featured them in mantel, table and funeral work. Cut Crotons will last in a cool place from three to four weeks. We can supply them every day in the year.

Very highly colored sprays, at $0.50 each; cut leaves, $5 per 100.

When you have orders for funeral or table work, "out of the ordinary," order Craig's Cut Crotons.

**ENGLISH IVIES**

Small leaf variety. Excellent for made up baskets or trellis work.

4-inch pots, 3 plants, $35 per 100.

## 150,000 NEPHROLEPIS

**(In Variety)**

We are the largest growers of Nephrolepis Ferns in the country. In fact, we are headquarters for them.

**NEPHROLEPIS NORWOOD**

The most beautiful form of Nephrolepis to date, graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood Station greenhouses.

**Strong Plants**

2¼ inch pots, $3 per doz., $12 per 100; $100 per 1000.
4 inch pots, $6 per doz.; $45 per 100.
Orders filled strictly in rotation.

**NEPHROLEPIS VERONA**

Makes a good plant in all sizes. Much finer frond than any crested sort outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions.

2¼-inch pots, $10 per 100; $90 per 1000.
6-inch pots, $12 per doz.; $90 per 100.

**NEPHROLEPIS ELEGANTISSIMA COMPACTA**

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape.

2¼-inch pots, $10 per 100; $90 per 1000.
4 inch pots, $5 per doz.; $35 per 100.
6-inch pots, $12 per doz.; $90 per 100.

# ROBERT CRAIG COMPANY, NORWOOD, PA.

## CARNATION CONVENTION

### Plans Being Perfected for the Meetings to be Held in Hartford

The florists of Hartford, Conn., and surrounding towns are making extra preparations for the combined exhibitions of the American Carnation Society and the Commercial Cut Rose Growers, to be held in Hartford the last of January.

The exhibition of flowers in connection with the conventions will be held in Foot Guard hall and will consist principally of roses and carnations, although there will be a few other flowers. About all the important growers of roses and carnations in this country and Canada will exhibit at this show. The delegates from various parts of the country will number about 400 and their headquarters will be at the Hotel Bond. The exhibition is to last three days. It has not been decided whether the meetings will be held in Foot Guard hall or the Hotel Bond.

N. C. Osborn, superintendent of the Coombs greenhouses in Hartford, will be the superintendent of the show. Wallace Pierson of Cromwell is chairman of the general committee in charge of the arrangements for the meetings and flower show. The club has appointed the following chairmen of committees: General chairman, Wallace Pierson; superintendent exhibition, N. C. Osborn; hall, J. F. Coombs; publicity, George F. Lane; banquet, Joseph McManus; finance, Wallace Thomson; hotel, Andrew Welch; transportation, J. A. Brodrib.

The annual banquet of the national clubs in convention in Hartford and the local club will be held in the banquet hall of the Hotel Bond and the decorations for this function will exceed anything ever seen in Hartford. The women accompanying the delegates are to be entertained by the following committee of Hartford women: Mrs. Joseph McManus, Mrs. Ellen Welch, Mrs. J. A. Brodrib, Mrs. Charles Coite and Mrs. Wallace Pierson.

## NEW ENGLAND NOTES

The florists of New Haven are planning to organize a florists' club. It is understood that over forty concerns have announced their intention of joining.

Plans are being made for a Horticultural Society at Whitman, Mass. Mr. Louis Graton, originator of the St. Martin strawberry, is active in the movement.


SEND ORDERS IN NOW FOR DUTCH AND OTHER BULBS TO HEADQUARTERS

CALLAS

| | 100 |
|---|---|
| Æthiopica, 2-2½ in. | $25.00 |
| 1½-2 in. | 15.00 |
| 1¼-1½ in. | 8.00 |
| Godfrey, ¾ in. | 10.00 |
| ½ in. | 7.00 |

CHINESE (JOSS) LILIES
Per basket $2.75, per mat, 120 bulbs, $9.50, per 1000 $75.00.

VALLEY—From Storage
Finest Grade German Type
Stock soon for holidays

| | |
|---|---|
| Case of 250 | $9.50 |
| Case of 500 | 18.00 |
| Case of 1000 | 35.00 |

| DUTCH HYACINTHS | 1000 |
|---|---|
| First Size Named, 13 cm., in variety | $70.00 |
| Second Size Named, 17-18 cm., in variety | 52.50 |
| Fancy Forcing, 16-17 cm., (sep. shades) | 40.00 |

EARLY SINGLE TULIPS

| | 1000 |
|---|---|
| Artus | $20.00 |
| Fred Moore | 19.00 |
| La Reine | 20.00 |
| Cottage Maid | 25.00 |
| Rose Luisante | 34.00 |
| Chrysolora | 25.00 |
| Yellow Prince | 20.00 |
| Keizerskroon | 22.00 |

Early Double

| | |
|---|---|
| Murillo | 19.00 |
| Schoonoord | 22.00 |
| Couronne d'Or | 25.00 |

All best DARWIN, BREEDER and COTTAGE TULIPS at equally low prices.

See your customers now who own fine private places for DARWIN TULIP beds for planting as soon as frost comes

CHICAGO VAUGHAN'S SEED STORE NEW YORK

THIS SEASON'S NEW ROSES
PILGRIM CRUSADER PREMIER RUSSELL HADLEY
We are receiving daily shipments of these new Roses, in large quantities, and can furnish same on short notice.
We have a large stock at all times of choice CARNATIONS, ORCHIDS, VALLEY and AMERICAN BEAUTIES.
WELCH BROS. CO., 262 Devonshire St., Boston
Tel. Main 6267-5948

We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

CARTERS SELECT FORCING BULBS
FREESIA, IRIS, LILIUMS, HYACINTHS, NARCISSUS AND TULIPS
All of finest quality at reasonable prices
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Catalogue now ready—Send for a copy today
CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

MULTIFLORA JAPONICA ROSE SEEDLINGS
Best American Rose Stock for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.
C. R. BURR & COMPANY, MANCHESTER, CONN.


## NEW ENGLAND GARDENERS MEET

The New England Branch of the National Gardeners' Association held a meeting in Boston the evening of Wednesday, November 30. Among those present was Secretary Ebel, of the National Association. Plans for the convention to be held in Boston next year were discussed. It was decided that the convention should be held before September 15, lasting four days. Two days will be given to business and lectures, and the other two to sight seeing. There will be a trip to the North Shore and a clam bake. On the second day the estates at South Lancaster will be visited. It was voted to form a Boston Branch of the Association to hold quarterly meetings.

—HORTICULTURE—

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One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.

**Says Sam: There is always a kick for the man who is always kicking.**

**Special Delivery.** The florists in Georgia have been particularly successful in gaining the co-operation of the newspapers. In a recent issue of the Macon News an editorial nearly a column long is devoted to the postoffice's plan of doing away with special delivery for parcel post packages. The general argument is made that the postoffice is conducted for the benefit of the public, and for that reason should not be curtailed. Special attention, however, is given to the necessity for the prompt delivery of cut flowers, and Mr. W. F. Gude, who is the Washington representative of the S. A. F., is quoted at length.

This is good work. As Mr. Gude points out, flowers are entirely different from farm products. They do not go out in carloads, and assurance should be given that, when retailer ships a box of cut flowers, it will be handled carefully and given special service at the other end, the special service needed to insure their delivery to the recipient in good shape.

The Macon News goes on to say:

"The parcels post in foreign countries has developed until it is one of the most popular and convenient agencies in the life of the people, and it ought to be so here.

"It is hoped our representatives in Congress will see the wisdom of combatting the proposed change. If they will once get it into their heads that the people want service out of the department, and are willing to pay the price, all will be well. A way will be found to handle the situation."

This is a particularly good time for florists to get at their representatives in Congress and to bring to their attention the effect which the proposed change would have on the florist trade.

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**Healthy Competition.** Without good, legitimate competition there would be no upward movement in business. One florist is constantly trying to outdo the other legitimately—improving his service, improving his store, finding his customers' wishes and satisfying them. Don't worry about competition. The keener it is, the better business man it will make of you. The other fellow may come along with a wonderful stunt. Come right back at him with a stronger and a better one. Study the methods of your competitors. If they are live ones, they study yours. Without competition, trade would be extremely dull and uninteresting.

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**Fire Losses.** Fire losses in the state of Illinois during October totalled $1,363,140 according to the monthly report of State Fire Marshal John C. Gamber. There were 1,138 fires. The rate during the month was one every thirty-nine minutes. The fire losses to stores amounted to $154,641. The state marshal warns against hazards of the winter. Cracks or defects in heating apparatus should be repaired promptly. Fires should be kept clean to avoid fire due to flying sparks. Hot ashes should not be placed in wooden boxes or placed against wooden fences or close to any combustible materials. Consider the danger to life as well as the financial losses and guard against fire.

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**Welcome the Salesman.** Many helpful suggestions have been passed along to retailers by salesmen who call upon them. It is well to give these fellows a little of your time, when they call on you. They spend all of their working hours among the trade. Many of them are observative and can pass you some tips, which help you in selling your goods. If they do not vouch an information ask them. They'll be pleased to tell you about window and store displays they have observed, to give you ideas for increasing your sales. It's to their advantage to do so. The more you sell the more business they will get. Cultivate their friendship.

# You who have seen the New Pompon

**"NEW YORK"** have recognized something that is better than anything among the older named varieties. It is a seller on the market and is well deserving of the Silver Medal awarded it at the Museum of Natural History Show. Following **"New York"** and a sister to it is

**"LOUISE DAVENPORT"**—There is more bronze and less yellow in its color. There is a wonderful similarity between the two and **"Louise Davenport"** follows **"New York"** by nearly two weeks in season.

**"SARAH TOWNSEND"**—Another Hilda Canning seedling and a sister to both **"New York"** and **"Louise Davenport."** **"Sarah Townsend"** is ready to cut November 20th. These three bronze button Pompons will give a continuous supply of this type from November 1st until December 1st. You need all three to cover the month properly.

**"NOVEMBER GOLD"**—The finest of all the yellow sorts will also be offered this season.

We believe these four Pompons to be the best of this type. The price will be $15.00 per 100. $140.00 per 1000 for cuttings.

## A. N. PIERSON, Inc., Cromwell, Connecticut


### SAY IT WITH FLOWERS—NOW

The Retail Florists' Association of Buffalo has adopted a new slogan, "Say It With Flowers—Now." This is the result of a vote held at a recent dinner attended by 25 florists. A fund of $15,000 is being raised for combined advertising, urging the buying of flowers.

A new flower store being erected in Bloomington, Ind., will be known as The Ellis Florist Shop.

Norton Gibson of Nappanee, Ind., has purchased the greenhouses formerly owned by Wm. Terrell and later purchased by Fred Walters.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**

226 DEVONSHIRE STREET
BOSTON, MASS.


## George Watson's Corner

"You in your small corner and me in mine."

The Robert Craig Company are certainly well prepared for their Christmas customers. House after house of the finest cyclamen we have seen; the finest dracenas in all the best commercial varieties and many good novelties; and ferns—no such display for style, finish and variety is to be found within many miles. A walk through these houses, extending to some 15 or 20 acres, with "Van" as your guide, is certainly a horticultural delight of the first water, and worth going many miles to enjoy. You have to take the train at Broad Street Station for Norwood; but when all is said and done, you get there about as quick as to the old place at 49th street on the street cars.

Hosea Waberer has been located at 109 South Seventh street for about a quarter century, and his place has long been a landmark. He expects to move round to corner of Chestnut street (No. 628) about February 1st. The old location has become a part of the interests of the Curtis Publishing Co., and that concern expects to start new building extensions soon. Mr. Waberer and his two sons, Anthony and Harry, have made an enviable reputation as enterprising seedsmen, and the good wishes of all go out to them in their new move.

Mole "Terrace" is the fancy appellation that our good friend Bert Cartledge applies to the great floral center ordinarily called Mole street. But for the past week or two there has been repairing going on and wheeled vehicles can't get in. Mole "Subway"


# MICHELL'S FLOWER SEEDS

**ASPARAGUS PLUMOSUS NANUS**

| Northern Greenhouse Grown Seed | |
|---|---|
| 1000 Seeds | $3.75 |
| 5000 Seeds | 18.00 |
| 10,000 Seeds | 35.00 |

**ASPARAGUS SPRENGERI**

| | |
|---|---|
| 1000 Seeds | $0.75 |
| 5000 Seeds | 3.00 |
| 10,000 Seeds | 5.50 |

Larger quantities quoted on application.

| | Tr. Pkt. | Oz. |
|---|---|---|
| **LOBELIA** | | |
| Crystal Palace Compacta | $0.40 | $2.00 |
| Crystal Palace Speciosa | .20 | 1.00 |
| **PETUNIA** | | |
| Grandiflora Fringed | $0.50 | |
| California Giants | .50 | |
| Monstrosus (Michell's) | 1.00 | |
| Dwarf Inimitable | .50 | $1.50 |
| Rosy Morn | .50 | 2.50 |
| Double Fringed Mixed, per 500 seeds, $1.00, $1.75 per 1000 seeds. | | |
| **PHLOX DRUMMONDII** | Tr. Pkt. | Oz. |
| Dwarf Cecily | $0.50 | $2.50 |
| Fireball | .40 | 2.25 |
| Pink | .40 | 2.25 |
| Snowball | .40 | 2.25 |
| Choice Mixed | .40 | 1.75 |
| **SALVIA** | | |
| America | $0.50 | $4.50 |
| Bonfire | .10 | .75 |
| Splendens | .25 | 1.50 |
| Zurich | .50 | 4.00 |
| **VERBENAS** | | |
| Mammoth Fancy Blue | $0.30 | $1.50 |
| Mammoth Fancy Pink | .30 | 1.50 |
| Mammoth Fancy Scarlet | .30 | 1.50 |
| Mammoth Fancy Striped | .30 | 1.50 |
| Mammoth Fancy White | .30 | 1.50 |
| Mammoth Fancy Mixed | .30 | 1.25 |
| **THUNBERGIA** | | |
| Mixed | $0.15 | $0.60 |
| **VINCA** | | |
| Alba | $0.15 | $0.75 |
| Alba Pura | .15 | .75 |
| Rosea | .15 | .75 |
| Mixed | .15 | .60 |

**Also all other SEASONABLE SEEDS, BULBS AND SUPPLIES. Send for our Handy Seed and Bulb Order Sheet.**

## MICHELL'S SEED HOUSE

**518-516 Market St., Philadelphia, Pa.**

GROWERS

**FERNS**

POT-GROWN STOCK 2¼-INCH

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 10.00 | 95.00 |

Fern Runners $15 and $30 per thousand.

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BEST CRESTED FERN

4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred

ROBERT CRAIG CO.,
Philadelphia, Pa.

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*Chrysanthemums*

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IRVINGTON, N. J.

would be more appropriate, for the time being.

Christmas Greens, Ribbons, Baskets, and Floral Supplies is the title of the latest eight-page price list just issued by the Pennock Company. It is very interesting and covers a wonderful assortment of old standbys and great array of new wrinkles of various kinds. Every up-to-date store ought to procure a copy of this.

"Jack" Mills wants to know where Horticulture got the jack to jack up "Mark." He has been Mark since his mother had the say; but now he has been jacked up by a pirate printer, and the "Jack" is liable to hang on until he is dead. To that printer, we lack language loud enough to express our feelings, so we will have to be content with a short quotation from that ancient Irish masterpiece, "Doneraile":

"May fire and brimstone never fail
To fall in showers and him assail;
May every hour new woes reveal
And ice and snow his soul congeal."

To mark this will indicate that we have sent the villain down to hell, with our best wishes for his reception there—and we trust that this will be a warning to all other scoundrels who mishandle type.

Fancy grasses seem to be about the only thing holding their own in the way of prices this season. All over Europe business seems to be nearly at a standstill, with prices dropping. But the demand for the Poas, Fescues, Agrostis, etc., keeps up and there does not seem to be nearly enough to go around. These are used mostly for lawn, golf and permanent pasture formulas by the trade in Europe and America. The seedsmen here are aghast at the extraordinary prices; but they have to have them as they are but little grown as a seed crop in the U. S. The next to make a noise will be the customer and we can imagine the big howl.

The latest important matter being considered at Washington is whether the Flanders Poppy should be prohibited. The matter is solemnly discussed in detail, and so far the answer is: it might, and it might not, become a weed. If we do it in moderation, it would be all right; but if we spread it along the roadsides everywhere, it might become a weed, and if it became a weed, then the department would have to pass a law prohibiting it. That's it! If a thing gets popular, that's a sure sign there's something wrong with it. Prohibit it. The Flanders Poppy has been a common flower in our fields for three centuries, and in the old world since the dawn of history, but it takes the prohibition era to look on it as anything but a beauty of nature in field or wayside. If it had been Mignonette or Sweet Alyssum, the poet had mentioned, probably the same thing would be their share. The rose was a weed once. Be careful.

Next to Philadelphia and Pittsburgh, Lancaster holds the Beacon Light of horticulture, more brighly burning than any other community in the state of Pennsylvania. And that is saying a great deal, for the other big cities in the state are many of them pretty live wires. And no one man

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**HIGH GRADE PLANTS**

For Retail Stores a Specialty

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We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.

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| Rococco Erecta—Orchid-flowering Types | |
| Rococco Erecta White with Carmine Eye | 15.00 |
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Wholesale Price List for Florists and Market Gardeners
**W. Atlee Burpee Co.**
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**KENILWORTH**
GIANT PANSY SEED
Kenilworth Mixture, 1000 seeds, 35c; ⅛ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.
All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts., $1.00; ¼ oz., $1.30; 1 oz., $5.00.
CHAS. FROST Kenilworth N. J.

TWO NEW SALVIAS
(Novelties)
**Salvia, White Bonfire. Salvia, Salmon-Pink Bonfire,** 2-inch pot plants, January delivery and later. 1 dozen for $3.50; 25 for $6.00; 50 for $10.00; 100 for $20.00.

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**Red Barney, Brilliant Red.** 2¼-inch pots ready November 10th. $1.00 per dozen, $25.00 per 100.
**Mrs. Geo. E. Buxton, Double Rose Pink,** 2¼-inch pots ready December. $15.00 per 100, $125.00 per 1000.

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| Nutt, Buchner, Rooted Cuttings | $3.00 | $27.50 |
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Ask for Prices on Other Varieties
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IMPORTER
43 WEST 18th STREET, NEW YORK

perhaps in Lancaster held a finer record than Harry A. Schroyer, who passed away recently at a ripe old age. He was a fine man and a credit to his business all through life.

All of us are, in sentiment, with the Peace Conference at Washington. To best express our feelings we suggest that every one of us, individually, send our Peace representative or some member of his outfit, a few flowers with a card like this:—

Peace on Earth—Good Will to Men
All Hail to you in your Peaceful Endeavors. Your sentiments are fragrant and beautiful as the Flowers.

Signed .....

If at a long distance from Washington, the F. T. D. service will cover the ground very nicely. We extend our Peaceful Welcome to all nationalities, and there is no better way of saying it than to "Say It With Flowers."

## NEWS NOTES

The florist business of J. T. Keheley, of Columbus, Ga., has been sold to Wheat & Shellnut. The consideration is said to have been about $50,000. Mr. Shellnut is the practical man in the new firm, having been associated with Mr. Keheley for the past twelve years. A display room is soon to be opened.

O. R. Davis and Co. have opened their new store at 59 North Charlotte street, Pottstown, Pa., which will be known as a "cut rate store."

Frederick L. Krekler, a well known florist of Brooklyn, N. Y., died recently, in his 73d year. Mr. Krekler had been a florist for fifty-six years.

**Garden Seed**
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
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82 Dey St., NEW YORK and ORANGE, CONN.

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SEEDS, BULBS AND IMPLEMENTS, WHOLESALE AND RETAIL
Re-selected Strains in Seeds
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**SEEDS, PLANTS AND BULBS**
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Immediate Shipment

VALLEY PIPS, German type for forcing. Dutch type for planting out. Case lots only of 2500 pips.
JAP. LILY BULBS, Giganteum, 7-9 from New York or Chicago. All hardy varieties from New York.
MANETTI STOCKS, English grown, selected for greenhouse grafting.
GLADIOLI BULBS, best commercial varieties and sizes. All northern grown.
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BAMBOO CANES, Natural or dyed green, all sizes, bale lots only.
RAFFIA, Natural or colored, dependable brands, 25 lbs. up.

Later Shipment

VALLEY PIPS, German grown. Berlin or Hamburg forcing types. Case lots of 2500 pips. Dec. shipment.
BEGONIA and GLOXINIA bulbs, all colors, all sizes. Dec. shipment.
ROSES and LILACS, best forcing varieties.
Wholesale only. Write for prices on business stationery, specifically stating your requirements.

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95 CHAMBERS STREET
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Write for our complete list for immediate delivery or when wanted. Also list of other BULBS, SEEDS and PLANTS.
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**SEEDS AND BULBS**
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(IN THE HEART OF BACK BAY)
FRUITS and FLOWERS
The Choicest of Both

BOSTON MASS.

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UNDER THE PARK ST. CHURCH

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Olivette. Parentage: White Enchantress x Beacon. Color, white with pink markings and stripes. Size, 3¼ inches and over. Beacon habit, but no splits. Not quite so early, but continuous bloomer throughout the season. The best we ever had in this class. Grows good in the field.

A. F. J. BAUR, Sec.

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1,000 lots ..... $25
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3rd size, 3 to 6 branches.... $35.00 per 100
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Same varieties as above, and others
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**THE BEST**
In Novelties and Standard Kinds.
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**TOBACCO STEMS,** $2.50 per 100 lbs. Tobacco Dust, $4.00 per 100 lbs. Nico-Fume Liquid, 8 lbs. for $14.50; 4 lbs. for $7.50; 1 lb for $2.25; ½ lb for $0.80. Nico-Fume Paper, 288 sheets for $9.50; 144 sheets for $5.00; 24 sheets for $1.40. Full line of Florists' Supplies.
U. Cutler Ryerson 108 3d Ave., Newark, N. J.

**WANTED**—For the week before Christmas. Young man or woman to help in our store as salesman. Some one with previous knowledge of the flower business desired. F. E. Palmer, Inc., 220 Washington St., Brookline, Mass.

**ASPARAGUS PLUMOSUS** and Sprengeri, 3-inch, $10 per 100, delivered east of Mississippi River. J. E. Mallinson, Dept. H, Carolina, R. I.

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John P. Rooney, New Bedford, Mass.

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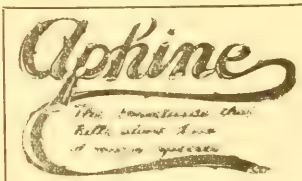
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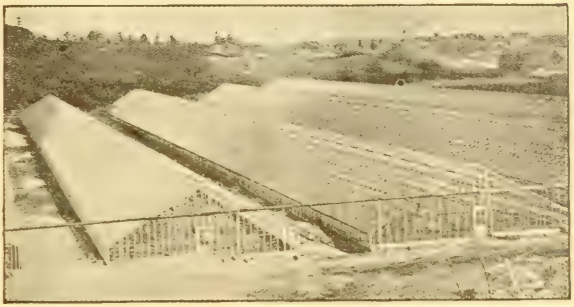


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STATEMENT OF OWNERSHIP, MANAGEMENT, ETC., OF HORTICULTURE

As Required by the Act of Congress Aug. 24, 1912.

Publisher Horticulture Publishing Co., Boston. Editor and Business Manager—E. I. Farrington. Lack of bondholders, stockholders, mortgagees, or other security holders—none.

Sworn to and subscribed before Notary Public by

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# HORTICULTURE

**December 25, 1921**



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Also choice Valley, $10 per 100.

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Gardenias, per doz. $6 and $7.50.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.
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WASHINGTON, 1216 H St., N. W.

## FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time.

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 8½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

NEPHROLEPIS ELEGANTISSIMA. Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS MUSCOSA. Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

NEPHROLEPIS HARRISII. 10-in., $5.00 to $7.50 each.

NEPHROLEPIS DWARF BOSTON. 3½-in. pots, $25.00 per 100; 6-in., 75c each.

ENGLISH IVY, nice plants, 4-in. pots, bushy, 25c and 35c each, according to quality.

Packing added extra at cost.

F. R. PIERSON, Tarrytown, N.Y.

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This is the kind of stock that has built our business. It will help build yours too.

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**SPECIMEN EVERGREENS, ORNAMENTAL SHADE TREES** and **SHRUBS. ALL WITH EXCELLENT ROOTS** and **SHAPELY TOPS** and grown for our vigorous New England climate.

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## FOILING CHECK CROOKS

### A Plan Put Into Effect by Henry Penn Will Protect Florists

It is a well known fact that florists are constantly being victimized by unscrupulous customers who ask them to cash checks for a larger amount than the face of the bill. Henry Penn, of Boston, has hit upon a plan to balk such operations. Whenever a stranger comes into the store and asks to have a check cashed, the clerk quietly says that this will be done if he may place the following stamp on the back of the check:

I hereby declare that I have sufficient funds in the bank on which this check is drawn to meet it upon presentation.

Name .....

Address .....

There is a new law under which a heavy penalty is attached to the false declaration as to funds in the bank. Anyone is liable to a penalty who signs his name to a statement like the one given above. No excuse is accepted by the courts, and a crooked check artist is likely to think twice before affixing his signature to a check which contains this clause." Florists throughout the country are welcome to this plan which I hope will be of some benefit to them as a means of financial safety," says Mr. Penn.

## CATALOGUES AT POUND RATES

At a recent meeting of the Postmasters' Association held in Washington, D. C., J. Horace McFarland made a strong plea for the mailing of nursery and seed catalogues at pound rates. He pointed out that this would be a great saving in time and labor in the case of concerns doing a large volume of business. Mr. McFarland went on to say:

"The advertising man usually plans his catalog in multiples of 16 pages, and as any sort of catalog will run over two ounces, he either pays more for paper of a weight that will run to the next jump, or, as is actually the practice, he pays a much higher rate than 8 cents per pound, because he must mail in two-ounce jumps."

## TRIBUTE TO M. A. PATTEN

Dear Sir:—

Having read your several contributions of esteem to the late Mr. M. A. Patten please allow me to offer my bit to a faithful friend of 35 years' acquaintance, one I loved as a brother, one who from my advent into the florist business has been an able and true adviser.

Never have I heard an ill word spoken of my friend and never one uttered by him concerning others. His motto, "If you cannot speak well of a man keep quiet," was truly exemplified. No one who knew Marcellus Patten could help admiring his true Christian character. He has gone from our midst but his memory will never be forgotten.

GEO. E. BUXTON.

Announcement has been made of the dissolution of partnership of the firm of Thorpe and Anness of Metamora, Ind.

## NEW ENLAND NOTES

George Breed has laid foundations for a 100-foot greenhouse to be constructed on his newly acquired property in Springfield, Mass.

The Tierney Flower Shop in Springfield has sued the street railway company for $5,000 damages as a result of an accident last summer when a car ran off the track and plunged into the Hotel Victoria, where Miss Tierney's shop was located.

Charles L. Hotchkiss is opening a new florist store at Woodbury, Ct. Mr. Hotchkiss is a South Britain man.

William K. Wood, who recently died in Franklin, was for some years a florist in West Newton, with his brother, under the name of E. A. & W. K. Wood. At that time he acted as correspondent for the Florists' Exchange. Later he went into the poultry business. He was a member of the S. A. F., the Chicago Florists' Club and the Florists' Club of Boston.

A. N. Pierson, of Cromwell, Ct., has put out a new Pompon Chrysanthemum named Gov. Lake in honor of the chief executive of the state. It made its official debut at a dinner of the Get Together Club, which was given by Wallace R. Pierson, and at which the Governor was the guest of honor.


**MULTIFLORA JAPONICA ROSE SEEDLINGS**

**Best American Rose Stock** for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.

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**EVERY FLORIST NEEDS**

**Principles of Floriculture** (Contains all the details of greenhouse work and store management). **Price $3.25**

**Plant Propagation** (A manual of greenhouse and nursery practice). **Price $2.25**

There is no florist who can't learn something from somebody else.

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**HORTICULTURE**

**739 Boylston St., Boston, Mass.**

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189[illegible].

Vol. XXXIV DECEMBER 25, 1921 No. 12

# THE TALK OF THE TRADE

Last fall I wrote something about the extent to which Primulinus hybrids are being forced for winter blooming. Apparently the results are all that could have been expected. Mr. B. Hammond Tracy, of Wenham, who shipped 25,000 bulbs to the Pollworths of Milwaukee, in August, recently had a letter in which they said that the flowers opened in November. This is earlier than had been desired, as it brought them into competition with chrysanthemums, but probably the bulbs were forced too hard. The best way to handle them, Mr. Tracy said, is to give them a low temperature so that they will not come on very fast.

It is still possible to force Primulinus hybrids. In fact, they can be had at almost any time during the winter. If they are to be forced as late as this, however, they should be dried out thoroughly for two weeks before they are planted. If this is done, the bulbs which were dug this fall can be used for forcing. The bulbs which were sold early in the fall for forcing had been carried over from the previous season, and of course were thoroughly dried. Experience has proved that bulbs kept in cold storage will not give satisfactory results.

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Recently Mr. Tracy shipped 500 pounds of dahlias to Washington. They were purchased by the government for experimental purposes. It has been found that a very good sugar can be obtained from dahlias, and the government officials are investigating the commercial possibilities presented by this discovery. Five different varieties were sent to Washington by Mr. Tracy, all of them being blind bulbs which otherwise would have been thrown away. It has been found that the amount of sugar varies in different varieties, some kinds having very little. It seems possible that the entire dahlia industry will be revolutionized if it is found that the tubers are really of great importance for sugar making.

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According to Peter Dewar, of the R. & J. Farquhar Co., Boston, there is going to be a decided shortage of flower seeds this year. This is particularly true of perennial seeds. The growing season in Europe last summer was a very poor one. Ninety days elapsed in England without any rain. And of course flower seed growers were hard hit. Likewise there is a shortage of vegetable seeds in some lines, particularly peas and beans, and a shortage of Golden Bantam corn. The Thomas Laxton pea is very scarce, and the amount of Stringless Green Pod, Bountiful and some other green beans is very small.

While Mr Dewar was in Europe last season he picked up certain varieties of flower seeds which give great promise. Among others are several varieties of a strain of Snapdragon which Mr. Dewar considers of unusual value. They probably will be put out under the name of the Peerless strain. Mr. Dewar also got some good new sweet peas, and a Streptocarpus far ahead of anything, he believes, now growing in this section.

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I notice that a writer in one of the English trade papers calls attention to the fact that paper pots are not used nearly as much as it was expected when they were first introduced that they would be. He writes: "When paper pots first put in an appearance and a saving in weight in transporting was urged, it was prophesied that breakable pots would almost disappear from Covent Gardens, but it was expecting too much. The crockery pot remains."



W. H. JUDD

Re-elected President of the Gardeners' and Florists' Club of Boston

Something like this situation exists in the United States. There is no getting away from pottery pots. They are indispensable for florists' use. Paper pots are of value, and are used to a large extent by nurserymen in shipping plants that have been potted up, the reduced weight and freedom from breakage being an advantage. It is quite possible that paper pots and dirt bands will be used more largely in the future for greenhouse work, but it is idle to say that they will ever take the place of the pot which has been so long an indispensable feature of the florist's business.

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I was interested when visiting the store of Gove, the florist, in Burlington, the other day, to find an unusual method of setting off the office part of the store from the rest of the room. Instead of using a partition of the usual type, a picket fence had been built to enclose the bookkeeping department. It was painted green and a gate gave admittance. The whole arrangement was unique and contains a good suggestion for other florists. It harmonizes very well, too, with the window arrangement, which includes a large white pergola extending from one end to the other.

Mrs. Gove, who is in charge of the retail end of the business, reports that trade has been excellent this season. Much business is obtained through agencies in the smaller towns throughout that section of Vermont. These towns, as a rule, have no florist.

Opportunities like this are sometimes overlooked, but make it possible to obtain a lot of extra business. There are stores in many towns which might well have a list of agents throughout the adjoining territory. In many places it is an easy matter to get the local undertaker to act. In other

towns the school teachers or even the postmaster may be glad to obtain a little money in this way. Funeral business is likely to come in as a matter of course, but with a good agent at work many additional flowers can be sold for weddings and parties, as well as for the sick and shut-ins during the winter when outside flowers cannot be had.

Of course the florist must provide his agents with some sort of equipment, the most necessary being a catalogue of designs. It is not advisable, however, to use a catalogue which has a large number of fancy designs. These cost money, more money than the average rural resident is able to pay. If customers see these elaborate designs, however, they are likely to be dissatisfied with the simpler designs which they can afford. It is a good plan to furnish the agents with literature bearing the florist's name. This may take the form of blotters, calendars or the like. If they can bear the agent's name, so much the better.

Of course, it is necessary to keep sending the agent circulars, price lists, etc., so that he will feel that you are in touch with him and keep more alert for new business.

And above all things you must be prompt in your settlement. There is no way in which enthusiasm is dulled more quickly than by laxity in paying an agent what is due him.

Gurney Hill's three new roses, America, Gude and Angelus, seem to be good keepers. His exhibit sent to Philadelphia for the meeting of the club, Dec. 6th, were still in good shape Dec. 16th in the Pennock Company Market. They were probably cut in Indiana three or four days before, which means a two-weeks' stay and all three of them were going strong.

I guess there is no other florist in the east who grows such a variety of material as Ralph Ward, of Beverly, Mass. It seems to me that about every kind of plant which the florist could want for any occasion is to be found in the Ward greenhouses. The puzzle is that Mr. Ward can keep them all thriving. He says he usually has a mild attack of nervous prostration about once in three years, and no one would be surprised that he should. I was particularly impressed in going through his houses with a big batch of Coleus. It isn't often that one finds a house filled with such good specimens. Mr. Ward has a number of his own seedlings which are especially good. Too often the Coleus seen in the shops lack color, and look rather forlorn, but those in the Ward establishment are as bright as one could well desire.

One phase of Mr. Ward's business is rather unique. He lives in a section where large country estates abound, and when fall comes every year the owners have a good many plants which they want taken care of for the winter. Now Mr. Ward has prepared enormous cellars where the plants are stored away. They are called for in the fall by his men and delivered by them in the spring. This is a profitable enterprise in itself, and furthermore gives Mr. Ward a lot of advertising, thus increasing his sales of bedding plants, of which he makes a specialty. Here is a case where a man has studied his market, adapted himself to it, and tries to make the most of it. Only a first class grower could, of course, handle so many different kinds of plants, but it is necessary for the particular line of work which Mr. Ward has built up.

J. J. Fallon & Co., of Raleigh, N. C., staged a Thanksgiving window which attracted much attention. The chief feature was the large turkey made entirely of magnolia leaves, with the wings outspread. There was a background of crotons and autumn boughs, while autumn leaves covered the floor, with baskets of roses scattered about the window.

With two such men as Roman J. Irwin and Arthur Herrington contesting the election for president of the New York Florists' Club, it is not surprising that the vote was close and that the election aroused no little interest. Mr. Irwin, who was elected by 85 votes as against 69 for Mr. Herrington, is one of the best known figures in the florist world. Although only 44 years of age, he has made himself the head of a large brokerage business, with headquarters at the wholesale flower market in New York City.



ROMAN J. IRWIN

Elected President of the New York Florists' Club

Mr. Anton C. Schultheis, elected vice-president, is also a well known florist, having been in the business for many years. He is general manager of a large plant growing establishment at College Point, N. Y., and has a host of friends. Among those who know him well he is commonly called Spike. As was to be expected, John Young was unanimously re-elected secretary, and William C. Richards, Jr., treasurer.

The New York Florists' Club has become a very active and influential body. It certainly will not lose ground under Mr. Irwin's administration.

## PASSING OF MARTIN REUKAUF

The members of the trade throughout New England, and particularly those of the older generation, are grieved to hear of the death of Mr. Martin Reukauf, Wednesday, December 14. For a great many years Mr. Reukauf was a traveling man for H. H. Bayersdorfer & Co., of Philadelphia. He withdrew for a few months some years ago, but soon returned and remained with the Bayersdorfers until his death. For a long time he had the New England territory, but of late years has been traveling further west. He was a very likeable man, always genial and pleasant, and wherever he went made friends for himself and the company he represented.

## NEWS NOTES

O. L. Henry & Sons, of Pennsburg, Pa., have opened a new establishment, including a 40-foot show and store room and two greenhouses a hundred feet long.

Over 200 public schools in New York have received a gift of 32,000 Von Sion daffodil bulbs from M. J. Keur, of Holland, who recently became a resident of New York. Mr. Keur made his gift as a result of a published account describing the large response of the schools to a call for bulb culture by Dr. Gustave Straubenmuller, president of the School Garden Association.

# THE "HUB" AND ITS SPOKES

## PRES. JUDD REELECTED

### Meeting of Gardeners' and Florists' Club of Boston

There was an unusually large attendance at the December meeting of the Gardeners' & Florists' Club of Boston, at Horticultural Hall, Tuesday night. It was the annual meeting for the election of officers. The only contest was for the executive committee. The officers chosen were as follows: President, William H. Judd; Vice President, Harold A. Ryan; Secretary, William N. Craig; Treasurer, James Methven; Executive Committee, Walter H. Goldby, John E. Russell, Patrick W. Burke, Andrew K. Rogers and George W. Butterworth.

President Howard of the American Carnation Society was present and urged attendance at the convention to be held in Hartford next month. Mr. William Downs spoke about the union agricultural meetings at Horticultural Hall, January 17, 18, 19 and 20. The Gardeners' and Florists' Club is to have charge of one evening's entertainment, a feature of which will be an illustrated lecture by Loring Underwood on "Old New England Gardens."

It was voted to hold the annual ladies' night on January 24, and the annual banquet the evening of March 2.

The subject for the evening's discussion was "Begonias and Cyclamens." Mr. Eric H. Wetterlow of Manchester, Mass., was the first speaker, and discussed the various forms in which the begonia grows. He said that while the old Lorraine begonia did not last long in the house, newer forms of the type, like Melior and Cincinnati, were good for at least three weeks, while Mrs. Peterson would often keep well all winter. He also pointed out that Mrs. Peterson was different from the other varieties in the fact that plants could be carried over for several years, improving in quality if they were cut down each season, as they would quickly break and make good plants again.

In his cultural directions Mr. Wetterlow said leaf cuttings were used, being rooted in sand over cocoanut fibre. He found the use of this cocoanut fibre a great help. He used it to cover the bottom of the propagating bed, a little sand being mixed with it. Then it was covered with half an inch of good clear sand. The fibre, he said, held the moisteure so that one watering with warm water was sufficient. He found that with the fibre the plants broke better than in sand. They can be propagated at this time of year, and when large enough to be potted up should be kept at a temperature of 60 to 65 degrees. He favored pinching in order to get more compact plants, but did not advise syringing. He said the plants liked a little loam mixed with Scotch soot and well rotted cow manure and a little coarse sand. They also liked a dusting of lime.

After speaking about the begonias of the Lorraine class, Mr. Wetterlow paid a tribute to the beauty and value of the tuberous rooted begonias, saying that the kinds having the small leaves and small flowers were very satisfactory.

A paper from James Malborough of Topsfield about growing large flowered winter begonias was next read, which was followed by a paper from Peter Arnott, of Chestnut Hill, on the same subject. Both these men are famous for their success with begonias of this type.

Mr. Fred E. Palmer, the well known florist of Brookline, who has been exceedingly successful with begonias and cyclamens this year, spoke briefly on commercial cyclamen culture. He said that for some reason not fully understood, many cyclamen growers had lost heavily this year, as many as 40,000 plants having been discarded in the houses of four or five growers. He then said that any questions would be answered by his grower, Mr. Harold Edgar, who has developed great skill in handling cyclamens. When questioned Mr. Edgar said that the only commercial fertilizer he used was Clay's fertilizer, and that he gave a feeding regularly every two weeks, using a teaspoonful to a pot. This was in addition to the use of the fertilizer in preparing the soil.

There were some handsome exhibits at the meeting, including begonias, cyclamens, ericas, oranges and other plants from W. W. Edgar Co., begonias from Peter Arnott; cyclamens from Fred E. Palmer and begonias from James Marlborough. The statement was made in connection with the Edgar exhibit that oranges around Boston this year were particularly good.

There was also an exhibit of a new plant stand invented by Mr. E. E. Marshall, a member of the Club, which seems to have many possibilities.

## DEATH OF FREDERICK CAVE

The maiy frends of Frederick Cave, gardener for Mrs. Henry Lyman, of Canton, were pained to hear of his death, which occurred Monday, December 19. Although Mr. Cave had not been in good health for some time, his passing at the end was sudden, and came as a great shock. Mr. Cave was 34 years old, and leaves a wife and two children. He was one of the most popular members of the Gardeners' and Florists' Club of Boston. The funeral was held at 2 o'clock Wednesday afternoon.

## THE CARNATION CONVENTION

Great plans are being made for the Convention at Hartford next month. Pres. W. D. Howard, of the American Carnation Society, is to attend another meeting at Hartford, Ct., January 4, to complete details for the Convention to be held in that city, January 25-27. Everything points to one of the biggest conventions every held by this society. In connection there will be the mid-winter exhibit of carnations and roses, the American Rose Society showing at the same time. Already 8,000 carnations and 4,000 roses have been arranged for, and this number, doubtless, will be increased. The carnation classes include several calling for only a dozen flowers, so that private gardeners as well as the commercial men can enter the competition.

The banquet is to be held the first night instead of the last night, as in the past. This is so that those present will have an opportunity to see each other after getting acquainted. Most of the business sessions are to be held on Tuesday, and a trip to the great florist establishment at Cromwell has been arranged for the third day.

There is certain to be a very large attendance at the exhibition, as the Hartford florists are to distribute 30,000 tickets when sending out their bills. The local papers have arranged to give a large amount of space to the convention and the show. The Hartford men are doing their utmost to make the convention a big one, and the outlook is most promising.

No little damage was done at the Arnold Arboretum, but fortunately few of the very rare trees or shrubs were badly injured. As a matter of fact, the evergreens and the shrubs in general escaped with but little harm.

## APPRECIATES HORTICULTURE

Ottumwa, Ia.

Enclosed find the amount of my subscription. I appreciate your publication greatly. It has good suggestions

Very respectfully,

T. J. K.

# How Ryan Advertises



WELL-ARRANGED SIGN BOARD

A florist who sells at retail and is located on a much traveled thoroughfare makes a mistake if he does not capitalize the fact by putting up an effective advertising sign. I think that Harold A. Ryan, the popular young florist of Cambridge, Mass., has shown real good judgment in the kind of sign which he uses to advertise his wares. It consists of a frame so arranged that boards bearing different legends may be quickly set in place. This makes it possible for him to shift his announcements as often as he likes.

Along the top of the frame is a flower box which is kept filled with trailers and blooming plants during the summer season. In addition a flower basket is suspended at each end. The result is very harmonious, and attracts immediate attention without offending the artistic sense of the prospective customers. The plan is one which can be adopted by any florist having a similar situation and Mr. Ryan finds it very satisfactory.

## TREATING IRIS ROT

I have been asked if I have had any experience with Iris rot, and as I have, I give my experience here in the hope that it may be of serice to other growers. Last year I had a magnificent bed, over fifty feet long, filled with splendid clumps of the beautiful Anna Farr. One day I noticed the foliage of a single plant lying flat on the ground. I thought some accident had happened to it, and did not examine it, but the next day when I saw three or four of its neighbors also lying flat on the ground, my suspicions were aroused, and upon examination I found that the upper part of the rhizomes had become soft and mushy, and were not able to hold up the foliage. Although I had never seen root rot before, I decided that this must be the thing other Iris growers were complaining about.

A close examination disclosed that dozens of the rhizomes were infected, and Professor Meyer, who was with me last year, immediately had the men dig up every clump of the Anna Farrs and separate each clump into individual roots and cut away from each root every particle of the rot. He then sprinkled the roots with lime and laid them out in the sun. He next had the laborers remove ten or more wheel-barrow loads of dirt from the infected bed and replace it with fresh garden soil, in which he immediately planted some of the original roots, planting the balance in a nursery row. He mixed quite a quantity of fresh lime with the new earth before replanting the Irises, and during the past season we have not found a single root, either in the original bed or in the new planting, which has been the least affected with this troublesome disease. During the remainder of last season and throughout this season I have used lime quite liberally in all my Iris planting, and I have not seen a sign of trouble in any place where the lime has been used. I believe that probably a tablespoonful of lime should be worked into the soil around the root of each Iris to protect it from attacks of this disease.

Of course, I am not sure that it was the lime that stopped the trouble for me. It may have been the sunshine on the exposed roots, but I intend to continue the use of lime until it is proven to me that some other treatment is better. I am glad to report that the trouble, or disease if it is a disease, is apparently not contagious, as I did not lose a single Clio in a bed only three feet distant from the infected Anna Farrs.

Lee R. Bonnewitz.

## NEW ENGLAND NURSERYMEN

The annual meeting of the New England Nurserymen's Association will be held at the American House in Boston, January 31 and February 1. An interesting program is now being prepared. This association finds itself without a head, owing to the death of the president, the late John K. M. L. Farquhar, and the resignation of the vice president, Mr. Ernest F. Coe, of New Haven, who has retired from the nursery business. Probably the secretary, Mr. Sheldon Robinson, of Lexington, will call the convention to order.

## MASSACHUSETTS NURSERYMEN'S ASSOCIATION

The Massachusetts Nurserymen's Association will have its annual meeting and luncheon at Horticultural Hall, Boston, January 17, at 2 P. M. Pres. Julius Heurlin, who has been a very active executive, has secured two interesting speakers in Mr. H. O. Cook and Hon. Chas. O. Bailey, who will discuss forestry matters.

C. C. Wonneman is to enlarge his establishment at Mexico, Mo., by the addition of two or four new houses.


PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street

East Bridgewater, Mass.

# TUBEROUS-ROOTED BEGONIAS and GLOXINIAS



We are again in position to supply splendid strains of Tuberous-Rooted Begonias in exceptionally fine strong bulbs 1½ to 2 inches in diameter.

TUBEROUS ROOTED BEGONIAS LARGE SINGLE FLOWERED. SCARLET, CRIMSON, PINK, WHITE. SALMON AND YELLOW.
$1.75 per dozen; $12.00 per 100; $110.00 per 1000.

CHOICEST SINGLE MIXED VARIETIES.
$1.50 per dozen; $11.00 per 100; $100.00 per 1000.

TUBEROUS ROOTED BEGONIAS SUPERB DOUBLE FLOWERING. SCARLET, CRIMSON, PINK, WHITE, SALMON AND YELLOW.
$2.25 per dozen; $16.00 per 100; $150.00 per 1000.

CHOICEST DOUBLE MIXED VARIETIES.
$2.00 per dozen; $15.00 per 100; $140.00 per 1000.

GLOXINIAS SUPERB STRAIN. SEPARATE COLORS—RED, WHITE AND PURPLE.
$2.50 per dozen; $18.00 per 100; $170.00 per 1000.

CHOICEST MIXED GLOXINIAS.
$2.25 per dozen; $16.00 per 100; $150.00 per 1000.

GOLDEN YELLOW CALLA "ELLIOTTIANA."
1¼ inch Bulbs. $2.00 per doz.; $15.00 per 100; $140.00 per 1000.
1¾ to 2 inch Bulbs. $2.50 per doz.; $18.00 per 100; $175.00 per 1000.
2¼ inch Bulbs. $3.00 per doz.; $22.50 per 100; $2.20 per 1000.

HENRY A. DREER
714-716 CHESTNUT STREET PHILADELPHIA, PA.


## SHAW CERTIFIES 2500 FRUIT TREES

Nursery certification, an outgrowth of the research in leaf characters of Dr. J. K. Shaw of the Massachusetts Agricultural Experiment Station, has been undertaken by the Massachusetts Fruit Growers' Association this fall, and more than 3,000 trees have been examined in the nursery.

Dr. Shaw did the certifying himself. He certified 2580 trees as being true to name, but refused to certify 267 others. He also condemned 438 younger trees, budded from the rejected stock, as being untrue to name. Thus he prevented 705 misnamed trees from being sold to fruit growers.

The nurserymen, Dr. Shaw reports, were as anxious as the growers to eliminate misnamed stock. He found one grower mystified as to how a plot of nondescript trees he had been calling "Gravenstein" had become mixed with his good stock.

This fall's certification work was only a beginning. It was the first application of Dr. Shaw's studies on the identification of trees by their leaf characters, to commercial fruit growers. The Massachusetts Fruit Growers' Association paid the cost of materials used and furnished the equipment for the work.

The trees certified are a small proportion of those planted in the State every year; for only about 5,000-10,000 trees of the 100,000 or so annually planted in Massachusetts are grown by nurserymen of the State.

## MEDICINE HAT PROSPEROUS

### Many Orders for Flowers from United States and Canada

Medicine Hat, Alberta, has been receiving the attention of the press because of the great amount of business being done in that northwestern city this year. One article reads as follows:

"Christmas flowers will soon begin leaving Medicine Hat, Alta., by the carload. Acres of chrysanthemums, carnations, roses, violets and cyclamen are in bloom. Orders of unprecedented size are being received from cities of the United States, eastern and western Canada, and from the newly settled districts in the rich farming sections of the prairie provinces where the Christmas season will find general prosperity.

"Medicine Hat's rise as a producer of cut flowers began with the establishment of two greenhouses. Richness and lasting quality of the floral product resulted in a sharp demand. One greenhouse at a time was added until The Rosery now has thirty-two glass houses, each 250 feet long, covering five acres.

## FLORISTS AT CORNELL

The New York Federation of Horticultural Societies and Florists' Clubs is to have a meeting at Cornell University, Ithaca, N. Y., Thursday, Feb. 16. The program includes the following papers:

Diseases of Florists' Crops, Dr. L. M. Massey. Floriculture Building.

Methods of Flower Arrangement, Charles Henry Fox, Florist, Philadelphia, Pa. Floriculture Building.

Production of Cut Flowers and Pot Plants in England, Illustrated, Prof. E. A. White. Floriculture Building.

There will be a reception to the delegates at 1 P. M., followed by a business session. F. R. Pierson, of Tarrytown, is president of the federation, and Arno H. Nehrling, secretary.

Prof. E. A. White of Cornell is back from a long trip through Europe and is being called upon for many lectures and talks before florists' clubs and horticultural organizations.

# LA FRANCE

## *The Phenomenal Giant Everbearing Red Raspberry*

**Superior to any other Raspberry; produces large, juicy berries of finest aroma; very prolific, heavy bearer, absolutely hardy and free from disease.**



**Produced in the New England States, succeeds well in all sections.**

**Retails now at $6.00 per dozen, $49.00 per hundred. Strong field-grown plants.**

**Awarded First-Class Certificate by Massachusetts Horticultural Society and by all other Horticultural and Agricultural Organizations before whom it was exhibited.**

**Make reservation now with your dealer for Fall or Spring delivery.**


## S. A. F. & O. H. Department

### Fifth National Flower Show

About fifty exhibitors have made space reservations in the trade section of the big show to open in Cleveland on March 25th next. Some prospective exhibitors appear to be in doubt as to the charges made for this space, therefore it may again be mentioned that a flat rate of $1.75 per square foot covers the whole expense of rental, and includes signs, a background artistically uniform with the setting of the Show, and booth.

### Additional Special Premiums

James McLaughlin, chairman of the committee on special premiums, reports the following additional premiums:

Harry I. Randall, Worcester, Mass., discretion of the committee, cash $10.

J. B. Keller Sons, Inc., Rochester, N. Y. Discretion of the committee, cash, $25.

Carters' Tested Seeds, Inc., N. Y. C., N. Y. Discretion of the committee, cash, $25.

Amrican Bulb Co., Chicago, Ill. To be offered as a prize for 25 Lily Plants in pot, cash, $50.

J. A. Budlong Co., Chicago, Ill. Discretion of the committee, cash, $25.

Hammond's Paint & Slug Shot Works, Beacon, N. Y. To be offered as a prize for the best exhibit of roses to be decided by a majority vote of the ladies attending the show. Cash, $10.

Erne & Co., Chicago, Ill. Discretion of the commitee, cash, $10.

Martin & Forbes Co., Portland, Ore. Discretion of the committee, cash, $20.

Park Floral Co., Cleveland, Ohio. Discretion of the committee, cash, $10.

A. L. Miller, Jamaica, N. Y. Discretion of the committee, cash, $25.

Mrs. J. Vaughan, Chicago, Ill. For the best table decoration, open to members of Ladies' S. A. F., cash, $25; also cash of $25 for the discretion of the committee.

Henry F. Michell Co., Philadelphia, Pa., Michell Seed House, offers for the best Vase of 12 Roses not yet disseminated, Gold Medal. For the second best Vase of 12 Roses not yet disseminated, Silver Medal.

Van Zonneveld & Co., Sassenheim, Holland. To be offered as a prize for the best Pan of Darwin Bartigon open to commercial trade, cash, $25.

Stuppy Floral Co., St. Joseph, Mo. Discretion of the committee, cash, $50.

W. H. Siebrecht, Chappaqua, N. Y. Discretion of the committee, cash, $25.

### The 1921 Fund

The 1921 Fund now amounts to $32,370.66. If all who are in arrears on their pledges would promptly complete their payments, the total amount would approach more closely the figures of the last two or three years. The Publicity Committee hopes that delinquents will take this statement as a reminder that their checks would be greatly appreciated at this time, and would help materially in the publicity work.

JOHN YOUNG, Sec.

## MR. ATKINS' LETTER

### Replies to Some of the Charges of Miss Anna Jarvis

It is evident that Mr. F. L. Atkins, of Rutherford, N. J., keeps his eye on the papers all over the country. Not long ago one of the Boston papers published an article on Mother's Day, along the lines of many stories inspired by Miss Anna Jarvis or her cohorts. Mr. Atkins immediately gave an answer in which he said:

"The writer was one of the fortunate men who happened to be on the committee that helped to start 'Say It With Flowers' on its great world journey. I am told that this slogan is now being used in as many languages and dialects as that in which the Holy Bible is printed, more than 554 in number.

"It is just possible this great slogan has brought flowers to the homes of millions of people who never enjoyed being in the presence of flowers before. The slogan became popular and has naturally been one of the great factors in bringing flowers into almost every home.

"If Miss Anna Jarvis, president of the Mother's Day International Association, Inc., of Philadelphia, will go to the slight trouble of investigating the industrial part of the trade, she will realize from the great volume of money invested in florist business, in all its branches, that flowers do not just grow as many people may believe, but are entirely dependent upon the horticultural knowledge and the millions of dollars invested in the commercial part of flower production.

"The writer feels that the printing of this article in your splendid paper is a detriment to floral and horticultural progress. Please pardon me for saying it is your duty to find a way to offset with a right, the wrong this article has done to the flower and to this great commercial industry, which every day, in some country, is giving pleasure to some unhappy mortal.

F. L. ATKINS.


## CARNATION CUTTINGS

**NEW AND STANDARD VARIETIES**
**For December and Later Delivery**

**THOMAS C. JOY.** We believe this one to be the best all-round pure white Carnation offered. It has been tested and tried in different sections of the country and without exception, has made good. December and later delivery. Rooted cuttings, $12.00 per 100, $100.00 per 1000.

**MAINE SUNSHINE.** Seedling of Ward and Crystal White. Good yellow Carnations are always in demand. Maine Sunshine is a good, clear yellow. Rooted Cuttings, $15.00 per 100, $120.00 per 1000.

**LASSIE (Ward x Alice).** A commercial Carnation of exquisite shade of rose. Very free bloomer. A decided improvement on Ward. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**WHITE DELIGHT.** It is an improved Pink Delight in all but color. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**REDHEAD (Aviator x Alice).** The finest scarlet Carnation today. Exceptionally free bloomer. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**RED MATCHLESS (Matchless).** Scarlet just a little stronger in growth than parent. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**HARVESTER.** A cross between White Wonder and Matchless. Pure white. Rooted Cuttings, $10.00 per 100, $80.00 per 1000.

**HAPPY DAY.** A very fine red. Rooted Cuttings, $10.00 per 100, $80.00 per 1000.

**LADDIE.** The best of them all. Rooted Cuttings, $15.00 per 100, $125.00 per 1000.

All the standard varieties, prices on application.

## NEW GERANIUMS

**Mrs. George E. Buxton.** Has every indication of being the best commercial double Geranium in the market. Very strong grower, producing exceptionally large trusses. A most beautiful shade of Bridesmaid Pink. Equally good for pots or bedding. Rooted cuttings, $15.00 per 100, $125 per 1000.

**Elmira.** Color of the rose Premier. Produces large truss and has every appearance of a good commercial variety. 2-inch pots, $15.00 per 100, $125 per 1000.

## REX BEGONIAS

2¼-in. pots
All the best varieties, mixed
$14.00 per 100 $125.00 per 1000
4-in., extra good, $60.00 per 100

## DAISIES

| | 100 | 1000 |
|---|---|---|
| Boston Yellow, 2½ in. | $7.00 | $60.00 |
| White Marguerites, extra strong, 2½ in. | 6.00 | 50.00 |
| Mrs. Sander, 2 in. | 6.00 | 50.00 |

Limited quantity.

**Our Complete Price List is worth having. Send for it.**

**Get in touch with us for some of the newer and better varieties of Chrysanthemums.**

# C. U. LIGGIT

Wholesale Plantsman

303 BULLETIN BUILDING
PHILADELPHIA

New England Office
15 Cedar St., Watertown Station, Boston
L. J. REUTER in Charge

# Ferns Ferns Ferns

**NEPHROLEPIS MACAWII (new)**

Beautiful, dwarf, compact plants

5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

**NEPHROLEPIS EXALTA BOSTONIENSIS**
**(Boston Sword Fern)**

**NEPHROLEPIS WHITMANI**

**NEPHROLEPIS VERONA**

**NEPHROLEPIS ROOSEVELT**

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

Write For Florists' Prices

# R. & J. Farquhar Company

6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

While the nurserymen of Canada do not have to contend with the restrictions of Quarantine No. 37, I find that nevertheless they are much interested in the propagation of new material. When I was in Montreal a few days ago I had a long talk with Mr. Ferguson, the well known nurseryman of that city, and learned that he was experimenting with many of the newer plants, both shrubs and perennials. He has a cold climate to work in, but grows many of the good things that are being used in the States. He has not been very successful with Cotoneasters, but I recommended that he try C. acutifolia, which is being grown with such success by Holm & Olson in Minnesota, and ought to be hardy, therefore, in Quebec.

Mr. Ferguson is going in more heavily for peonies than ever before, and plans to grow some of the best kinds. Very much has been done to arouse enthusiasm for the peony in the Dominion through the efforts of Mr. Harry Norton, of Ayers Cliff and Boston. At his home in the former town Mr. Norton has the biggest planting of peonies in Canada, and great numbers of people go to see his garden every year. It will be remembered that Mr. Norton won handsomely at the peony show in Boston last spring. He may be expected to do as well at the next year's show, which is to be held on Canadian soil, at London, Ont. From the fact that Mr. Ferguson and Mr. Norton had their heads together pretty close, I judge that some important developments in the cultivation of peonies may be expected in Canada.

One of the perennials which Mr. Ferguson is particularly enthusiastic over is Eucharis Fleur de Peu. He considers it one of the finest garden flowers that grows, but I do not remember of ever having seen it in the States, and I do not think it is listed by American seedsmen.

Like most of the nurserymen and seedsmen in Canada, Mr. Ferguson imports heavily from across the water, and for that reason gets some of the good things long before they show up in United States, although if I am not mistaken, the particular Eucharis mentioned is by no means new.

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Nurserymen in the United States should be interested in the work which is being done by Prof. W. T. Macoun at the Central Experiment Farm in Ottawa, Can. I heard Prof. Macoun talk the other day and tested some of the new apples which have been originated on the farm. They are remarkably good and come at a season when they will be appreciated. Attempts to cross various varieties have not been so successful, apparently, as the growing of seedlings and the selecting of those which prove good. The McIntosh Red has produced several seedlings of splendid quality and which have the merit of ripening earlier in the season than McIntosh itself. Some of these seedlings have been propagated to such an extent that they are being offered for sale, and I believe that nurserymen in this country will do well to get acquainted with them.

---

Prof. Macoun is not devoting himself entirely to fruit, however, as he is making many experiments with flowers as well. One thing he endeavors to do is to learn what varieties of the different flowers are of special value to the florists' trade. Canadian florists and nurserymen who do not keep in touch with him are certainly losing an opportunity to better their business. Among the outdoor plants being grown on the farm are 75 varieties of climbing roses. They include not only the varieties which are most in favor in the United States, but other kinds have been obtained from England and France. After a few years the report from the trials here should be of no little value, particularly to Dominion gardeners. Of course, climbing roses, like other roses growing in Canada, must have careful protection, and the practice at the farm is to take down the climbers every fall and cover them with earth.

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Being deprived of azaleas, commercial florists and private gardeners are turning more and more to begonias, especially those of the large flowered type. Great numbers of begonias have been seen in the florist shops this season, and have sold well. Lor-



BEGONIA MELIOR



FANCY DAGGER FERNS

A No. 1 Quality, $2.50 per 1000

HENRY M. ROBINSON & CO., Inc.

2 Winthrop Square 32 Otis Street

Boston, Mass.

raine does not keep its flowers well, and so is not a good commercial plant, but some of the newer varieties of the same type are very satisfactory, notably Mrs. Peterson.

What a remarkable work has been done by the man whose name this begonia bears! Mr. J. A. Peterson, of Cincinnati, in giving the horticultural world such plants as these, has conferred a great boon on flower lovers everywhere. And strange enough nobody else seems able to approach his accomplishments. The most popular begonias now on the market are his, although the one white variety which finds favor, Turnfold Hall, is, I believe, an English creation.

Begonia Melior seems to have been especially in favor with the florists this year, some fine specimens being offered to the trade.

## ORCHIDS

### WHITE CATTLEYAS

There are no white-flowered species of Cattleyas; the flowers of all the species are more or less colored, and color and odor being two of the most important agents of attraction to facilitate fertilization by insect aid, especially as displayed in the labellums, the perpetuation of the colored types is assured. White, or color-suppressed, forms are sometimes met with in a wild state, but they are always rare, the probability being that the seed-bearing flowers of these albinos are fertilized by pollen from the colored forms, or, if set with their own pollen, reversion to the more or less colored type takes place in a great degree, says a writer in the Gardeners' Chronicle.

The members of the C. labiata section are the most productive in white forms in their native habitats; those with white sepals and petals and colored lip being the more frequent, while what are called true albinos, in which the lip is also white, are rare. In all white forms the yellow of the labellum, which is more in the nature of body color, remains, while the evanescent surface rose or mauve tints of the sepals and petals vanish, and in some way provide for the development occasionally of pure white in the whitish ground tint of the flower.

The section including C. O'Brieniana, C. intermedia and others of the class, are affected in the same way, producing true albinos. C. bicolor, C. granulosa, C. Leopoldii and others of their kind have flowers with greenish ground tints in the sepals and petals, and in them there is no pure white, the albinism resulting chiefly in suppression of the color markings, although the labellum, having a whiter ground, may sometimes be white.

To the hybridist the C. labiata section, with its large and finely formed flowers, is the most important. This section, as stated, is the most prolific in white forms, though curiously enough C. Dowiana, with its slight yellow surface color, and which has been one of the most important factors in dispelling the rose and mauve tints in others when crossed, seems never to have yielded a white form itself, even though it has been raised true from seeds in gardens.

The production of white forms is one of the most desirable fields for the hybridist to work in, and it must be said that intelligent and very successful work has been done in that direction. By crossing two albinos, it was found that albinos resulted when there was no suspicion of color in the parents, but if not perfectly white a reversion to the colored type resulted, although the desired end was sometimes attained by crossing again.

Even the crossing of two-colored varieties may give a proportion of whites as, for example, the C. Corona alba (Hardyana x Mantinii) in which the yellow of the C. Dowiana aurea in the Hardyana in some of the batch suppressed the mauve of C. Mantinii. In other colored crosses a white sometimes appears, and altogether good white orchids have been produced in profusion, thanks to the diligence of the hybridist. Each cross has its well-defined distinguishing characters of size, shape, substance and odor, and another value is their different seasons of flowering.

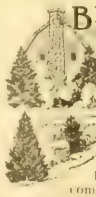
Choice Orchids

HYBRIDS

Laelia-Cattleyas, Brasso-Cattleyas, etc.

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Mamaroneck, N. Y.



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunities for money making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1906. Write for information; it will open your eyes. Do it today.

American Landscape School, 12-H Newark, New York

# —HORTICULTURE—

Established by William J. Stewart in 1904

VOL. XXXIV December 25, 1921 No. 12

PUBLISHED SEMI-MONTHLY BY

HORTICULTURE PUBLISHING COMPANY

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EDWARD I. FARRINGTON, Editor

ADVERTISING RATES:

Per Inch, 30 inches to page ..... $1.50

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One month (2 times), 5 per cent; three months (6 times), 10 per cent; six months (12 times), 20 per cent; one year (24 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

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One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**SAYS SAM: Some people are always grumbling because roses have thorns. Why not be thankful that thorns have roses?**

**Trade Shows** With all our shows and exhibits, why not have one which shall be run by the trade for the trade. It is an idea which is being worked up in England and might well receive attention here. We do not know that the idea has ever been suggested before, but it seems to us that there would be very keen interest in propagating, potting and tying competitions. Not only would there be a healthy rivalry, but the younger members of the trade would certainly absorb a great amount of useful knowledge if they witnessed contests of this kind properly conducted. The idea might be carried even further so that there would be competitive exhibitions of flower handling, the making up of floral pieces, the packing of boxes, etc. While the exhibiting of cut blooms is in itself an outstanding attraction, there can be no doubt, we think, that great numbers of people in the trade, and perhaps some outside, would be equally interested in a well executed demonstration of methods and processes by which flowers are handled and distributed. Perhaps the results of such competition would be seen in the work room and the benches. It is foolish to decry the education received at Horticultural colleges and schools, and yet there is danger of too much theory and too little practice being received at such institutions. The theory is good, but the practice is equally as important for the young man who is going to make floriculture his life work.

A writer in the English publication called The Horticultural Trade Journal says: "I would rather engage a young fellow who could win a trophy for quick and clever work than one whose faith is pinned to a diploma which shows that he passed with honor in the botanical science examination after a six months' college course. It should, in my opinion, be one of the foremost aims of the whole trade to get its own trade shows and to make the workmanship competitions the main feature, for by such means the lads and young men will find that interest in the calling which is essential to their own success and the well being of the trade."

It may be that competition of the kind suggested might be undertaken with good results at some of the meetings of the different florists' clubs and, for that matter, at the conventions of the nurserymen as well. For what is said applies to the nursery industry as well as to the florist business. Nurserymen are only too pleased when they can hire young men who are able to say that they have budded a couple of thousand rose stock in a day, with a 90 per cent "take," or youths who can graft, layer, make cuttings or prick out seedlings in a manner that ensures success and at a pace which makes their work commercially satisfactory.

Isn't there an idea in all this which can be developed to advantage?

---

**Coming Or Going?** A prominent florist was explaining to his employees not long ago that there was no such thing as "standing still" in the flower business or in this world, that as soon as they did they immediately lost ground. "That's right," exclaimed one man, "We're either coming or going." That's just it exactly; when we do not improve, learn, develop old ideas or find new ones, we are going backwards and everyone knows just how fast one can go in this direction when there's no driving power to keep us going forward. It is a good thing to keep a goal just in front of us to give us an incentive to work for something and just as soon as that is reached mark off another goal and go to it. One will never know how easily these goals are reached until he tries it.

---

**Watch Him.** Whenever you run across a man who brands all business men as thieves and liars, you'd better play safe and make him pay cash. That's the truth. We never knew a man who was suspicious of everything and everybody, who wasn't a good man not to do business with.

# You who have seen the New Pompon

**"NEW YORK"** have recognized something that is better than anything among the older named varieties. It is a seller on the market and is well deserving of the Silver Medal awarded it at the Museum of Natural History Show. Following **"New York"** and a sister to it is

**"LOUISE DAVENPORT"**—There is more bronze and less yellow in its color. There is a wonderful similarity between the two and **"Louise Davenport"** follows **"New York"** by nearly two weeks in season.

**"SARAH TOWNSEND"**—Another Hilda Canning seedling and a sister to both **"New York"** and **"Louise Davenport."** **"Sarah Townsend"** is ready to cut November 20th. These three bronze button Pompons will give a continuous supply of this type from November 1st until December 1st. You need all three to cover the month properly.

**"NOVEMBER GOLD"**—The finest of all the yellow sorts will also be offered this season.

We believe these four Pompons to be the best of this type. The price will be $15.00 per 100. $140.00 per 1000 for cuttings.

## A. N. PIERSON, Inc., Cromwell, Connecticut


### THE SKY A HABIT

#### An Interesting Thought for the New Year

Claude Monet, the well known impressionist painter, was once visited by a young art aspirant, who handed him his portfolio of sketches.

Monet looked them carefully over and in giving them back said, "What does the sky say to you?" "The sky say to me? Why, nothing." "Well," said Monet, "come back to me again when it does, for until the sky speaks to you, you cannot paint." Yet how many of us at the end of a day can describe what the sky has been? We would know whether we had needed our umbrellas, whether it had been cold or warm, but who of us can tell which month has the gray skies shot through with golden light, when to expect the most beautiful sunsets, or when the great white picture clouds are sailing through the sky?

Sometimes it seems as if we were all so intent on the task [illegible] of Dr Edward Everett Hale's familiar verse that we forget the first,—

> "Look up and not down,
> Look out and not in,
> Lend a hand."

Yet the buoyancy of the person who looks up in these days helps, perhaps as much as the person who puts lend the hand. In the Museum at Olympia is a bas relief of Atlas carrying the weight of the world on his shoulders. Behind him stands a nymph. She has not lifted her hands to bear the actual weight of the world, yet no one could see the relief without realizing that Atlas was helped by her sympathetic presence. She was there.

One day in going through a hospital ward I heard the men wearying at the inertia of their convalescence; they were longing for strength to return that they might be out. It did seem dreary until from the windows of their ward we saw the blue of the sky as Sill has said:

"Half wondering if a man who reads
'Blue sky' in books that color sees,—
"So fathomless and pure: as if
All loveliest azure things have gone
To heaven that way,—the flowers, the sea,—
And left their color there alone."

Or when we are troubled as to how to make ends meet on earth, can we not remember that Lowell has told us:

"'Tis heaven alone that is given away
'Tis only God may be had for the asking."

M. R. Case.

Hillcrest Gardens, Weston,
December 13, 1921.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Jr.**
226 DEVONSHIRE STREET
BOSTON, MASS.



# MICHELL'S FLOWER SEEDS

**ASPARAGUS PLUMOSUS NANUS**

Northern Greenhouse Grown Seed

| | |
|---|---|
| 1000 Seeds | $4.75 |
| 5000 Seeds | 18.00 |
| 10,000 Seeds | 35.00 |

**ASPARAGUS SPRENGERI**

| | |
|---|---|
| 1000 Seeds | $0.75 |
| 5000 Seeds | 3.00 |
| 10,000 Seeds | 5.50 |

Large quantities quoted on application.

| LOBELIA | Tr Pkt | Oz. |
|---|---|---|
| Crystal Palace Compacta | $0.10 | $2.00 |
| Crystal Palace Speciosa | .20 | 1.00 |

| PETUNIA | | |
|---|---|---|
| Grandiflora Fringed | $0.50 | |
| California Giants | .50 | |
| Monstrosus (Michell's) | 1.00 | |
| Sweet Intoxicator | .50 | $4.50 |
| Rose Morn | .50 | 5.00 |

Double Fringed Mixed, per 500 seeds, $1.00; $1.75 per 1000 seeds.

| PHLOX DRUMMONDII | Tr Pkt. | Oz. |
|---|---|---|
| Dwarf Cecily | $0.50 | $2.50 |
| Firebell | .10 | 2.25 |
| Pink | .10 | 2.25 |
| Snowball | .10 | 2.25 |
| Choice Mixed | .10 | 1.75 |

| SALVIA | | |
|---|---|---|
| America | $0.50 | $1.[illegible] |
| Bonfire | .10 | 2.5 |
| Splendens | .25 | 1.50 |
| Zurich | .50 | 4.00 |

| VERBENAS | | |
|---|---|---|
| Mammoth Fancy Blue | $0.30 | $1.50 |
| Mammoth Fancy Pink | .30 | 1.50 |
| Mammoth Fancy Scarlet | .30 | 1.50 |
| Mammoth Fancy Striped | .30 | 1.50 |
| Mammoth Fancy White | .30 | 1.50 |
| Mammoth Fancy Mixed | .30 | 1.25 |

| THUNBERGIA | | |
|---|---|---|
| Mixed | $0.15 | $0.60 |

| VINCA | | |
|---|---|---|
| Alba | $0.15 | $0.75 |
| Alba Pura | .15 | .75 |
| Rosea | .15 | .75 |
| Mixed | .15 | .60 |

Also all other SEASONABLE SEEDS, BULBS AND SUPPLIES. Send for our Handy Seed and Bulb Order Sheet.

**MICHELL'S SEED HOUSE**
518-516 Market St., Philadelphia, Pa.

# ADVERTISING AND SELLING

## ADVERTISING AND SELLING

Not long ago I was talking with a florist who pointed out one of his customers just leaving and said: "That man owes me over a thousand dollars. He is one of my best customers, but he only pays every year or so. I don't like to offend him by pressing him for money, but his delay causes me no little embarrassment." There are many florists in a like position. Under such conditions a credit business is a good one, but the young florist and the man who has limited capital, find themselves much better off if they can stick as far as possible to a cash basis. One retailer sums up the advantage of doing business strictly on a cash basis as follows:

"A book-account represents money lent without interest or security.

"Book-accounts don't pay bills or buy new goods.

" 'I will pay tomorrow,' means next week, next month, next year, or never.

"Cash in hand is worth two in the book.

"The more business you do at less-than-a-living profit the worse off you are.

"The more you trust out the more you have to charge your cash customers.

"Cash sales refill your shelves. Book-accounts empty them and curtail your business.

"Cash sales take less capital, less bookkeeping and make more profit.

'You can afford to do a cash business if you don't do half as much.

"Your book-accounts are cash invested that is not earning you a living."

---

It might be a good thing if florists would tell the general public more about their business. This sort of publicity, when it gets into the newspapers, attracts much attention to the demand for flowers. An example was given in Allentown, Pa., recently, when Mrs. Fred W. Balliet, who with her husband conducts a florist establishment, spoke at a meeting of the Quota Club. Mrs. Balliet gave those present much general information about the way in which flowers are handled, and even demonstrated the construction of a floral wreath. Mrs. Balliet aroused special interest by what she said in regard to the telegraphing of flowers. Almost every city has a business organization of some kind at which a florist might well represent the industry and it is good advertising for the trade in general.

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It seems that other lines of trade are not slow in copying various phrases originated by florists. We have seen "Say It with Flowers" paraphrased to such an extent that it even figures now as a song which is slightly changed so as to read "Say It with Music." In looking over a grocers' magazine recently I found that Henry Penn's well known expression "Flowerphone" had been adapted by a confectionery company so as to read "Candiphone," while a pastry concern was advertising "Pastriphone." Likewise the advertising manager of the candy store had adopted the plan of watching birth announcements carefully, the little ones shortly receiving a card stating that if their parents would bring them to the store they would receive their first stick of candy without charge.

We wonder if as a rule florists follow up engagements as carefully as does this candy manufacturer. The moment an engagement is publicly announced, the firm writes the bride-to-be a personal letter with their best wishes. This letter tells her that they are sending under a separate cover a box of candy as a small memento of their congratulations. They add that they hope sooner or later to be able to supply her more generously. Then, after the wedding has taken place, the young woman receives another letter in which the store places its services at her disposal, inviting her to call, with the assurance that she will receive courteous treatment at all times.

One other plan might be worth consideration. Whenever they see the announcement that a new family has moved to town or is coming to the local hotel, they write the wife a pleasant letter telling her about their goods and their service. In this way they get themselves before the eyes of the home maker before she is actually installed in the new home, and a pleasant welcome-to-a-strange-city letter of this kind warms the cockles of the recipient's heart and in many cases makes her a steady patron.

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## WINTER COURSE FOR FLORISTS

A ten-weeks' winter school in floriculture is to open in the Massachusetts Agricultural College in Amherst, January 2. It is designed primarily for students interested in commercial floriculture, and special trips will be taken to various large establishments in the state. The Massachusetts College is second to no other college in the east in the amount of greenhouse space available for class work, having a total area of 20,000 square feet. Further details may be obtained by writing to the college.

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The McCarron Floral Co. has opened a new store in the old Times Building at Raleigh, N. C. A very attractive opening announcement was published in the Raleigh papers.


## GOOD MONEY FOR SEEDSMEN, FLORISTS, AND NURSERYMEN

**Who Catalog—or Sell Over Your Counters—Cook's Chinese Cinnamon Vines and Cook's Hybridized Potato Seeds**

LARGEST GROWER IN THE WORLD

**Cinnamon Vines** are extra big sellers—and pay big. They are sure to grow and sure to please and make friends. The Tubers are nice and clean to handle, never rot or dry up, are light to mail, require no packing, and you can sell and deliver them by mail, express—or over your counters from January to July. My first order for 1922 was for 50,000 Tubers—from a Firm who sold 15,000 last season. What more need be said?

**Cook's Hybridized Potato Seeds—From the True Seed-Balls**

**My Potato Seeds** are the wonder of Gardeners and a puzzle to Scientists. Every Seed will positively produce a new and distinct variety of Potatoes. **Always** big pullers of orders—but when Potatoes are scarce and high (as they will be this season) the orders come in a **perfect deluge.** No other can at all compare. Millions want this rare and vanishing seed. Simply them and make $500.00 or $1,000.00 clean profit as many do. All will be clear gain for it conflicts with nothing else you sell. Sample Packet Free. Send for one.

If this adv. doesn't convince you that these are extra good paying things for you to handle—write me a Personal Letter and I will say more. Electros—any size—supplied. Trade list with particulars free. Yours for big business.




**A. T. COOK, *Seed and Vine Specialist*** **Hyde Park, N. Y.**

## George Watson's Corner

"You in your small corner and me in mine."

Tom Roland hands down his sceptre as president of the S. A. F., January 1st, to his successor, Sam Pennock. Mr. Roland has made a fine record during his incumbency of that great office and we all take our hats off to him. And we have no doubt but that Mr. Roland hails his successor with high enthusiasm as he no doubt feels, as we all do, that Mr. Pennock is in thorough sympathy with the Roland policies and that these will be continued and amplified to the utmost extent possible. Both men are proven heroes in the business, one in the growing end, the other a wholesaler. Both of them are modest men, and blush when they are praised a little, so we will let them off easy and say no more. We will leave our questions about the Hitopadesa, etc., for those bright lights, John Welsh Young, Robert Kift and Brother Engler. Roses grow while you sleep.

---

One of the things our new president will be apt to do in his inaugural address to the S. A. F. on taking office, January 1st, is to "say a few things." And the honorable Samuel knows how to say them. The Society is to be congratulated on not only a forward-viewing personality for its head; but one endowed with a fine experience of history in the making during the past quarter century. We have had some great men occupying that seat of honor during the past 37 years; but none of more all 'round caliber and experience than Samuel S. Pennock. And he is ultra-modest with it all, and would be the last man to admit that what we say is really so.

---

Now for the future. Along which track will we run? The carnation men, a lot of them, a few years ago, thought the rosarians were getting the best of it, so they switched over. They became rosarians. After you become a rosarian you butt into a new market, and the price of roses comes down. So, this season, a lot of them are wishing they had remained carnationists. Carnations are scarce and bringing good prices. Ain't it awful, Mabel, how things go? First we think yes, and then again we don't know.

---

It was bad enough for the printer to call our good friend Battles "Baffles," and, still worse, to call another dear friend Mark, "Jack"; but to call that distinguished gentleman Harry Waterer a "Waberer"—that's the limit! Perhaps he just did it to show his spite, and to emphasize the fact that placing him under the "Doom of Doneraile" had no terrors for him. I guess the "Doom of Delaware" would be more effective. The great State of Delaware has some excellent laws on its statute books, even in these unholy days. One of them is:—Forty lashes on the bare back. I suppose all the answer we'll get is that it's lucky he didn't call him a "Wabbler." However, the villain in this story at least knows now that the heroes of the story are after him, hot foot, and that he'd better beware.

---

What do you mean—a "Cleveland Cherry?" We know what a Boston Bean is, although it don't belong to Boston, and never did; but what do you mean by a Cleveland Cherry? Looks like camouflage. So come across. I'll bet Cleveland never invented it; or if she did, it's a bluff of some kind. I've always considered Youngstown the horticultural center of Ohio, since John Walker located there from Philadelphia. Cleveland has another think coming! So, as I said before, Cleveland—come across!!

---

At the January meeting of the Florists' Club of Philadelphia there will be a little talk by Samuel S. Pennock on his experiences in Europe during the Spring, Summer and Fall of 1921. He looked over many of the leading horticultural establishments in France, Germany and England during his pilgrimage on Friendly Service, and also attended the principal Flower


## SEEDS AND BULBS

SEND ORDERS IN NOW FOR DUTCH AND OTHER BULBS TO HEADQUARTERS

CALLAS

| | 100 |
|---|---|
| Æthiopica, 2-2½ in. | $25.00 |
| 1½-2 in. | 15.00 |
| 1¼-1½ in. | 8.00 |
| Godfrey, ¾ in. | 10.00 |
| ½ in. | 7.00 |

CHINESE (JOSS) LILIES

Per basket $2.75, per mat, 120 bulbs, $9.50, per 1000 $75.00.

VALLEY—From Storage
Finest Grade German Type
Stock soon for holidays

| | |
|---|---|
| Case of 250 | $9.50 |
| Case of 500 | 18.00 |
| Case of 1000 | 35.00 |

DUTCH HYACINTHS 1000

| | |
|---|---|
| First Size Named, 19 cm., in variety | $70.00 |
| Second Size Named, 17-18 cm., in variety | 52.50 |
| Fancy Forcing, 16-17 cm., (sep. shades) | 40.00 |

EARLY SINGLE TULIPS

| | 1000 |
|---|---|
| Artus | $20.00 |
| Fred Moore | 19.00 |
| La Reine | 20.00 |
| Cottage Maid | 25.00 |
| Rose Luisante | 34.00 |
| Chrysolora | 25.00 |
| Yellow Prince | 20.00 |
| Keizerskroon | 22.00 |

Early Double

| | |
|---|---|
| Murillo | 19.00 |
| Schoonoord | 22.00 |
| Couronne d'Or | 25.00 |

All best DARWIN, BREEDER and COTTAGE TULIPS at equally low prices.

See your customers now who own fine private places for
DARWIN TULIP
beds for planting as soon as frost comes

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

We Are Headquarters for The BEST OF EVERYTHING in
**PEAS, BEANS, CORN AND VEGETABLE SEEDS**
Glad to quote for present delivery or on growing contract for future delivery.
**JEROME B. RICE SEED CO. Cambridge, N. Y.**

## CARTERS SELECT FORCING BULBS

FREESIA, IRIS, LILIUMS, HYACINTHS,
NARCISSUS AND TULIPS

All of finest quality at reasonable prices

CARTERS
Catalogue now ready—Send for a copy today

CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

GROWERS

FERNS

POT-GROWN STOCK 2¼-INCH

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 10.00 | 95.00 |

Fern Runners $15 and $30 per thousand.

Plant runners now for your Easter trade and save express.

Henry H. Barrows
*Fern Specialist*
264 High St., Whitman, Mass.

BOBBINK & ATKINS
NURSERYMEN, FLORISTS, PLANTERS
Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

TREES
PLANTS
PLANTING
Send for Illustrated Catalog
BRECK-ROBINSON NURSERY COMPANY
Lexington Mass.

Nephrolepsis Norwood
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

E. W. FENCAR
*Chrysanthemums*
147-187 LINDEN AVE.,
IRVINGTON, N. J.

Shows in Paris and other places, so he is in a position to give the American growers an interesting talk. It will be well worth hearing, and we understand will have the added attraction of some excellent lantern slides to illustrate same.

Restraint of trade. That's what the lawyers call it. But if a couple of farmers meet on the road to market each with a horse to sell were to agree to a price for their respective mounts—wouldn't that look like common sense, instead of restraint of trade? So why should it be any different in a case where two window glass men haul their loads to market to agree beforehand not to cut each others' throats? If two rose growers were to meet on their way to market would you put them in jail if they came to a common sense agreement not to undersell each other? According to our point of view the haggle of the market takes care of itself. Supply and demand. When all is said and done, the government is only a policeman. Nothing to do with our buy or sell or what we eat or drink.

As a beginner we will leave the first question with Mr. Young. What was Aristotle's idea of democracy? His paper has the most pages in Chicago, although only an offshoot, so we will give him first chance to make good. The shades of Scott and Grant will help him all they can, if they can only be reached.

The Dreer people are always up to date and original. We were particularly tickled this year to receive one of their 1922 calendars. And what do you think is its feature? The nicest thing they could have done. The Flanders Poppy! Very nice little colored plate, showing the red poppy with its dark center; and below, an appropriate little calendar block for the year. That little gem stays in front of us affectionately for the next 365 days to come. Thank you, gentlemen. You know how to reach our hearts. No, not on the wall; but right on our desk in front of us. Gone but not forgotten. The Flanders Poppy. That picture touches the heart of those who have dear ones under the sod in Flanders fields, and they will always be remembered.

A charter has been granted to the Louis M. Noe establishment, Chatham, N. J., which is to manufacture floral designs. The company is incorporated for $100,000.

GROWERS

HIGH GRADE PLANTS
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

IRIS and PEONIES
We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.
GEORGE N. SMITH
Wellesley Hills, Mass.

CHARLES H. TOTTY
Chrysanthemums
MADISON - NEW JERSEY

CEDAR ACRES
Gladioli and Dahlias
Booklets Free
B. HAMMOND TRACY, Inc.
Wenham, Mass.

## LANCASTER FLORISTS CELEBRATE

The tenth anniversary of the Lancaster County Florists' Association was a big event. A banquet was enjoyed, followed by speech making and dancing. M. J. Brinton, of Christiana, was toastmaster. Mr. A. M. Herr, the first president and the organizer of the association, reviewed the beginnings and growth of the organization. The following were nominated for office the coming year:

President, Harry K. Rohrer; Vice-President, Jack Moore; Secretary, Albert M. Herr; Treasurer, Mr. Lemon Landis.

SEEDS AND BULBS

SPECIAL OFFER
**Ferd. Fischer's Cyclamen Seed**

| | Per 1000 |
|---|---|
| Glowing Dark Red (Xmas Red) | $12.00 |
| Glowing Red, Bright Cherry Red | 12.00 |
| Bright Rose, Rose of Marienthal | 12.00 |
| Pure White | 10.00 |
| White with Dark Carmine Eye | 12.00 |
| Salmon, Delicate Improved Rose Von Zehlendorf | 15.00 |
| Salmon, Improved Perle Von Zehlendorf | 15.00 |
| Rococco Erecta—Orchid-flowering Types | |
| Rococco Erecta White with Carmine Eye | 15.00 |
| Rococco Erecta—Mixed | 12.00 |

SPECIAL OFFER FOR SHORT TIME
CYCLAMEN SEED 20% DISCOUNT
CASH WITH ORDER

**AMERICAN BULB COMPANY**
172 NORTH WABASH AVENUE
CHICAGO, ILL.

"For immediate shipment, Rams Head Brand Pulverized Sheep Manure, Ground Fertilizer Bone, Ground Tankage. Agricultural Chemicals. Catalogues and prices on application."

**JOSEPH BRECK & SONS, CORP.**
SEEDSMEN
51-52 NORTH MARKET ST.
BOSTON, MASS.

**Burpee's Seeds Grow**
Wholesale Price List for Florists and Market Gardeners
**W. Atlee Burpee Co.**
Seed Growers Philadelphia

**Garden Seed**
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
**S. D. Woodruff & Sons**
82 Dey St., NEW YORK
and ORANGE, CONN.

TWO NEW SALVIAS
(Novelties)
Salvia, White Bonfire, Salvia, Salmon-Pink Bonfire, 2-inch pot plants, January delivery and later. 1 dozen for $3.50, 25 for $6.00, 50 for $10.00, 100 for $20.00.

NEW GERANIUMS
Red Barney, Brilliant Red. 2¼ inch pots ready November 10th. $4.00 per dozen, $25.00 per 100.
Mrs. Geo. E. Buxton, Double Rose Pink, 2¼-inch pots ready December $15.00 per 100, $125.00 per 1000

| | 100 | 1000 |
|---|---|---|
| Nutt, Buchner, Rooted Cuttings | $3.00 | $27.50 |
| Poitevine, Richard, Rooted Cuttings | 4.00 | 35.00 |
| Nutt, Buchner, 2¼ in. pots | 6.00 | 55.00 |
| Richard Poitevine, Montmore 2¼ in. pots | 7.00 | 65.00 |
| Mrs. Lawrence, 2¼ in. pots | 7.00 | 65.00 |

Ask for Prices on Other Varieties
Ask for Complete List of Seeds, Bulbs and Plants

**ROMAN J. IRWIN**
IMPORTER
43 WEST 18th STREET, NEW YORK

Resolutions of respect were drawn up by Messrs. Markley, A. M. Herr and B. F. Barr on the death of Harry A. Schroyer.

A. M. Herr was the happy recipient of an electric floor lamp, B. F. Barr a stick pin, and W. B. Girving a box of cigars for services rendered. There were others just as deserving, but these three were lucky.

Dancing was indulged in until a late hour and "delighted" was the term used by everybody. Our only regret was that more of our out of town members and friends could not be with us, but T. J. Nolan represented a pretty big section of the country and Earl C. Tipton the balance.

ALBERT M. HERR.

## MUCH FOREIGN STOCK COMING IN

Manetti stocks are now arriving in good volume in New York, according to McHutchison & Co., who are in close touch with foreign trade. The Olympic brought three consignments last week, and the Baltic two. The McHutchison importations this year are between one and two million Tuberous Begonias and Gloxinia bulbs are now in. The bulbs are fully as good as the Belgium bulbs, but the price is eight to ten times more. Transportation alone has cost this company $3,180.00 to date. Probably few people realize the volume of basin which is done in raffia. The McHutchison Co. now has in stock, en route or in storage 2,500 bales of raffia. It also has 1,100 bales of bamboo canes.

The Ludwig Floral Co., of Pittsburgh, Pa., is sending out some very attractive postcards showing the Saxonwald Greenhouses, at Castle Shannon, which they control. There are ten of these greenhouses, arranged one above the other on the side of a hill in an unusually commanding situation.

**Thomas J. Grey Company**
SEEDS, BULBS AND IMPLEMENTS, WHOLESALE AND RETAIL
Re-selected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application
16 So. Market Street
BOSTON MASS.

SEEDS AND BULBS

**W. E. Marshall & Co.**
SEEDS, PLANTS AND BULBS
Horticultural Sundries
166 W. 23rd St., New York

**McHUTCHISON**
& CO. offers
Immediate Shipment

VALLEY PIPS, Berlin pips, Hamburg pips, German type, for forcing. Dutch type for planting out. Case lots only of 2500 pips.

JAP. LILY BULBS, Giganteum 7-9 from New York or Chicago. All hardy varieties from New York.

BEGONIA and GLOXINIA BULBS, all colors, all sizes.

MANETTI STOCKS, English grown, selected for greenhouse grafting.

GLADIOLUS BULBS, best commercial varieties and sizes; all northern grown.

PALM SEEDS, Kentia Costerinna and Belmoreana, per bushel or 1000. Phoenix Roebelenii.

BAMBOO CANES, natural and dyed green, all sizes, bale lots only.

RAFFIA, natural or colored, dependable brands, 25 lbs. up.

WHOLESALE ONLY
Write for prices on business stationery, specifically stating your requirements.

McHUTCHISON & CO.
95 CHAMBERS STREET
NEW YORK CITY

**Gladioli**
Write for our complete list for immediate delivery or when wanted. Also list of other BULBS, SEEDS and PLANTS.
**S. S. SKIDELSKY & COMPANY**
50 PARK PLACE
NEW YORK CITY

**STUMPP & WALTER CO.**
SEEDS AND BULBS
30-32 Barclay Street
New York City

# New England Retail Florists


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"The Telegraph Florist"

Member of Florists' Telegraph Delivery

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144 Massachusetts Avenue
CAPLAN
Special attention to telegraphic orders for New England Conservatory of Music, Radcliffe and Wellesley Colleges.
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JOHN P. FITZGERALD
23 HUNTINGTON AVE.
Telephone Connection

BOSTON, MASS.
HOFFMAN
59-61 Massachusetts Ave.
(IN THE HEART OF BACK BAY)
FRUITS and FLOWERS
The Choicest of Both

BOSTON MASS.
HOUGHTON GORNEY
UNDER THE PARK ST. CHURCH

Zinn The Florist
Park St., Boston

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John Reck & Son Member F. T. D.

BROCKTON, MASS.
Belmont Flower Shop Member F. T. D.

BROOKLINE, MASS.
F. E. Palmer, Inc.
Chestnut Hill and the Newtons
The Leading Florist MEMBER F. T. D. For all this District

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Harold A. Ryan, Inc. Member F. T. D.

CAPE COD
AND THE ISLANDS
FLOWERS OF QUALITY
H. V. LAWRENCE
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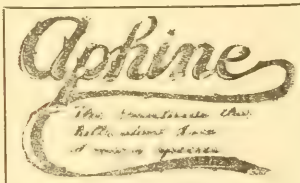
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**January 10, 1922**





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**ENGLISH IVY,** nice plants, 4-in. pots, bushy, 25c and 35c each, according to quality.

Packing added extra at cost.

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### CHANGES AMONG NEW ENGLAND GARDENERS

Charles Manson has become superintendent of Wild Wood Farm, Seal Harbor, Maine. Mr. Manson succeeds James Warr, who has gone to England for a six months visit.

Richard Calvert, formerly of Chestnut Hill, Mass. has become superintendent on the Aldrich estate at Glen Cove, L. I.

Gustav Hamerin is now gardener on the B. B. Clarkson estate at Tyringham, Mass.

Robert De Schryver has left the Swift estate at Prides Crossing, Mass., where he was superintendent for many years, to take charge of the E. D. Speck estate at Detroit, Mich.

C. H. Halpin is now head gardener for Miss H. L. Maynard at Richfield, Conn.

### NEW ENGLAND NOTES

A new flower store has been opened in Salem, at 233 Essex street. It is called the Essex Flower Shop, and is a branch of the Terminal Flower Shop in Boston.

Mr. C. A. Aken and Mr. Eugene McCarron, florists of Providence, have been elected to membership in the Rhode Island Horticultural Society.

John F. Fitzgerald has entered the employ of Campbell, the Florist, at Lawrence, Mass.

The Siebrecht Floral Co., Marion, Ind., has been incorporated, with a capital stock of $2,500.

### JOHN C. MEYER'S NEW YEAR'S GREETING.

Early one morning, not long ago, a big, husky looking darky shambled into the outer office. After giving the place the once over, the following dialogue took place:

"Mawnin' sah! Is you de boss?"

"Yes, I am in charge at present."

"I wants to know if you-all has a job aroun' here wifout a niggah tied to it—ca'se if you-all has de job, I's de niggah."

If you-all got a minute—I wish to say

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De hart of de watermellon is what I asks for you.

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| Augustin D'Hour | 20.00 |
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| Sir Thomas Lipton | 20.00 |
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| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

**Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.**

## J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street
East Bridgewater, Mass.

## MULTIFLORA JAPONICA ROSE SEEDLINGS

**Best American Rose Stock** for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.

**C. R. BURR & COMPANY, MANCHESTER, CONN.**

# -HORTICULTURE-

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# THE TALK OF THE TRADE

A recent trip through New Hampshire and Vermont following the Christmas rush served to show that the retail florists in those states had their full share of the holiday business. There was some expectation that people would spend their money more freely for the necessaries of life, but apparently they were not at all backward about buying flowers, particularly flowering plants, although cut blooms were well cleaned up.

Mr. H. E. Meader, of Dover, was rushed to the last minute and cleaned out everything that was salable. The Garrison Hill Greenhouses in the same city also had a very heavy trade. Their call for roses for shipment out of town was particularly large. It was impossible to take care of more than a small part of the business offered them.

Mr. Meader, by the way, now has his new range in running order, it having been completed the past season. This model range was built of A. T. Stearns material, with houses all running east and west, and having a space between them. The range includes a top notch boiler plant, and a dandy looking pressed brick stack. Mr. Meader is very well known as a gladiolus expert and many people in the trade do not realize that he is also a cut flower grower and a retail store man.

In Rochester, N. H., E. A. Corson did a rushing business. Miss Corson, who is in charge of the store, reports a fine clean up, and I am particularly pleased to say that this concern closed its eyes to old fashioned competition pleas and got decent prices. The florist business is certainly waking up in the smaller towns. Ellis Bros. of Keene, tell the same tale as the other people visited.

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Harry Totman, of Randolph, Vt., seems to be doing an excellent business at the new store which he recently opened at White River Junction. He is kept busy running his two establishments, which are some distance apart. When I called at the Randolph store recently, I was surprised at the number of packages which I saw going out by express and parcel post. I understand that in each town he has a population of approximately fifty thousand to draw upon.

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The opening of the new store some weeks ago was really quite an event, and deserves more attention than seems to have been given it.

I was recently talking with Mr. Vernon T. Sherwood, the well known florist of Charlestown, N. H., who was present at the gathering and said that everybody had a splendid time, Mr. Totman making the occasion a red letter one for northern New England. Florists were present from Brattleboro, Claremont, Bellows Falls, and various other towns.

It is quite possible, according to Mr. Sherwood, that the florists of these places will form some sort of organization as a result of getting together at this affair. It would be a good thing, too, for there are many ways in which the florists in these smaller towns could help each other out. I am sure that all of us could learn something from Mr. Totman, for his business methods are up-to-date in every respect, and his stock is always of the best, no matter whether he grows it himself or buys it.

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Speaking of Mr. Sherwood calls to mind the great amount of geranium and vinca stock to be seen at his place. The vincas are a specialty with him and are grown so well that they almost sell themselves when planting out time arrives. Still he has his troubles with them. "I have several thousand," he told me, "which, although potted up three months ago, I cannot succeed in making grow large enough to sell in quantities during the three coldest winter months, in spite of sixty degrees and plenty of water, although just now there is a little red-looking break at the base which shows they are coming along all right."

He has about decided that he might as well keep the vincas at fifty as at sixty, because they won't make much extra growth during the winter, anyway. He would like to know what other growers think about this.

Mr. Sherwood has been in business for a long time, but he isn't the kind of man who thinks that the good old days were necessarily the best. In fact, he thinks the present times are pretty good. Every decade of our lives brings its own particular compensation, as he says, and after all it really doesn't matter much so long as we can have a smile on our faces every day. I guess Neighbor Sherwood's philosophy is a pretty good one.

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While on the subject of business matters, a little conversation I had with a live New England retail merchant, not in the florist line, has set me to thinking. He said that almost every line of business has been very satisfactory the past holiday season, and attributes the fact largely to the growing popularity of the Christmas Clubs run by the banks. He said that in one town, in particular, figures were taken which proved that business made a sudden jump when the Christmas funds were unloosed. Undoubtedly the florists have profited along with the other lines.

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My opinion on the present argument concerning parcel post special delivery, is that, unless this branch of the service can be improved, we might just as well do without it. To put a special delivery stamp onto a parcel post package now is pretty nearly

**FLORISTS' RED LETTER DAYS—1922**

Jan. 1—New Year's Day.
Feb. 14—St. Valentine's Day.
Mar. 17—St. Patrick's Day.
Apr. 16—Easter Day.
May 14—Mother's Day.
May 30—Memorial Day.
Sept. 23-24—Jewish New Year.
Oct. 31—Hallowe'en.
Nov. 30—Thanksgiving Day.
Dec. 25—Christmas Day.

useless. I know that one line of the florist trade in particular has found this true. I mean the growers who ship rooted cuttings of different kinds. I think you will find that many of them advise their customers to have the stock go by express rather than by parcel post. The special delivery stamp looks all right, and the plan sounds very good, but that is about as far as it goes.

A real special delivery service would be of great value to our business, but there is little doubt but that ten cents does not pay for this special service. I am sure that we would all be willing to pay more if we could get satisfactory delivery. Twenty-five cents on a special parcel for quick service would be well worth while. I have heard quite a number of people asking why small packages from growers have been sent by express. Now rooted cuttings of any kind must go through promptly, and experience shows that it takes several days longer to ship by parcel post than by express. I believe that that is the answer, and it ought to be a satisfactory answer, too.

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There has been a remarkable scarcity of potted plants since the holidays and this is true in particular of begonias and cyclamen. These plants, except in very small sizes, were practically cleaned up. One retail dealer in Boston recently learned the truth of this statement. He needed several hundred begonias of fair size and visited fourteen growers' establishments without being able to find what he wanted. Was it a good holiday season for the growers? I'll say it was.

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There are none too many ferns in the larger sizes to be had, at least in New England. R. & J. Farquhar Co. have a good lot of ferns in 4, 5 and 6-inch pots at their establishment in Dedham, but there are few other growers so well supplied. And, by the way, where is it possible to find large sized palms and other decorative plants in any numbers in the neighborhood of Boston? It is a question which retail storemen often ask without getting a satisfactory answer.

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The news of the passing of Adolph Gude, of Washington, was received with the deepest regret by everybody in the trade. Of course many florists knew that Mr. Gude had been in ill health for the last two years, but did not realize that his condition had suddenly grown serious. In fact, few of them knew that he had been in the hospital for five weeks. Mr. Gude's career is an inspiration for all young florists. Starting in business with a capital of only $250 he gradually worked his way to the top. After erecting three greenhouses in 1888, he made his brother, William F. Gude, his partner, and from that time on the growth of the business was rapid.

Mr. Gude was a broad minded man, and interested in many activities. He had been Grand Commander of the District of Columbia Knights Templars, was at one time president of a bank, was prominent in the Chamber of Commerce, and of course very active in the work of the S. A. F. He will be greatly missed.

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The many friends of Mr. James MacManmon and his estimable wife are glad to learn that the fire which reached his flower store in Lowell, Mass., recently did not put him out of business. To be sure, the fire burned up a fine stock of plants which was on hand at the store, as well as a considerable quantity of vegetable and flower seeds. Fortunately, however, the MacManmons had a good supply of plants and cut flowers at their greenhouse, so that they could fill orders for funeral work, wedding pieces and the like, with their usual promptness. One serious loss, coming just as it did, however, was a considerable number of Christmas baskets. Mr. MacManmon estimates that his loss in the store was about $2,000.

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A number of greenhouse men have suffered losses from fire recently. The last blaze reported destroyed the head house on the range owned by Wilfred Wheeler at Concord, Mass. Although Mr. Wheeler grows vegetables, he is well known in the trade throughout New England, having been State Commissioner of Agriculture for several years.



**Pres. S. S. Pennock of the S. A. F.**
His Annual Address Appears on Another Page

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Benjamin Hammond has made himself known the country over for his work in developing gardens for boys and girls. He has even reversed the old saying about a prophet being without honor in his own country, for he is held in high esteem in his home town, Beacon, N. Y., and the schools there reflect his efforts and energy in no small way. A Beacon paper was recently received in which much space is given to a review of the season's work. It is reported that over six hundred pupils were members of the home garden brigade.

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## NEWS NOTES

The Saltford Flower Shop at Poughkeepsie, N. Y., has purchased the block in which it is located, and which is one of the landmarks of the city.

Herman G. Kretschmar of Flatbush, N. Y., a well known horticulturist, died recently, leaving a wife, two sons and a daughter. He was a member of the S. A. F.

The florist establishment of Hayes Bros. at Redbank, N. J., has been moved to a new location in the Brasch building, which has been leased for two years.

A. E. Kunderd, the famous gladiolus grower of Goshen, Ind., says that the past season was one of the most favorable in his experience. He harvested three thousand bushels of bulbs, and has begun mailing his fifty-six page catalogue, of which sixty thousand copies are being distributed.

D. L. Smith, an ex-service man, has opened a new flower shop at Birmingham, Ala. He calls it "The Blossom Shop."

L. C. Margot, for 27 years a florist in Jamaica Plain, has decided to discontinue business at the end of the holiday season. His store was the first of the kind to be opened in the Jamaica Plain section, and his many friends will be sorry to see his store vacated.

Because of difficulty in obtaining a vacant store in Dansville, N. Y., Miss Zimmer, the florist, has been obliged to move her stock into a garage for the time being.

# IN AND AROUND BOSTON

## JOHN P. FITZGERALD MARRIED

John P. Fitzgerald, the well known retail florist, with a place of business on Huntington avenue, was married last Saturday morning at 7.30 to Miss Mary Small, of Waltham, who for several years has been head bookkeeper for the Henry Robinson Co., in Winthrop Square. The ceremony was performed by Rev. Fr. Fitzgerald, an uncle of the groom. The young couple left immediately for a wedding trip to Canadian cities. Both the bride and the groom have hosts of friends in the trade, and were handsomely remembered by the co-workers of Miss Small in the Robinson concern.

## THE MARKET

There is a good normal market, with no surplus, and everything being cleaned up well. Carnations are selling for six to eight cents, average stock. Maine Sunshine has been bringing ten cents and Laddie twelve. Roses are running from eight to sixteen cents with practically no American Beauties to be had. Violets have made an excellent recovery from their slump. There are none too many of them, and they are bringing $1.50 a bunch. There are good lilies for which twenty-five cents is being asked, but there is practically no demand for them. Roman hyacinths are being offered in bunches, but nobody seems to want them. This is strange, for they seemed to be popular years ago, and are excellent for working into funeral pieces. Calendulas are in good demand, and well grown, and bring from two to three cents. Golden Spur is selling for ten cents. Some excellent wallflowers are being sent in by Beasley, a pansy specialist of Milton, and are bringing fifty cents a bunch. Freesias are being offered at ten cents. Some potted tulips and hyacinths are beginning to appear in the market, and there seems to be a good sale for them.

## MASSACHUSETTS HORTICULTURAL SOCIETY

The Annual Inauguration Exercises of the Massachusetts Horticultural Society were held at 3 o'clock, Monday afternoon, January 9. President A. C. Burrage presented an able report, which was heard with much interest. Horticultural Hall, during the past year, has been in greater demand than at any time in its existence. Over $9,100 in rentals was taken in, this being $4,000 more than the previous year.

## THE SELLING SITUATION

The dispute between the growers and retailers in Boston is still unsettled, although matters have been very quiet the last few weeks, owing to the rush of holiday business. The growers have submitted a proposition to the retailers, and a committee from the latter are considering it. A meeting of the retail association will probably be held this week. During the holidays the signs advertising flowers at retail at ten o'clock in the morning were removed from both markets, but have now been restored. The number of retail sales in the markets is not large, however, possibly because no further advertising has been done.

## GROWERS' TO MEET AT HARTFORD

The second annual meeting of the National Flower Growers' Association will be held at Hartford, Connecticut, in the Bond Annex Building, on Thursday, January 26th, at 1 p. m. in connection with the Carnation Convention.

All members and growers interested are invited to attend this meeting. Important changes in the by-laws will come up for consideration, along with other important subjects, according to the secretary, J. F. Ammann of Edwardsville, Ill.

## BOSTON NOTES

While the Gaffy Flower Basket Co., of Wakefield, is not a large concern it has set a pace for other manufacturers in the quality of the baskets turned out. T. F. Gaffy, the manger, was formerly with the Bayersdorfer Co., of Philadelphia, and knows his business thoroughly. He has originated some unusual designs which are making quite a hit with the florists.

Mr. James Casey, the proprietor of The Rosary, reports the biggest holiday business that he ever had. This is interesting, as showing that it is possible for a florist shop located near the upper end of Boylston street to make a success. While off Copley Square, The Rosary seems to retain most of the business which it had at the old location. And, of course, Mrs. Casey, who is herself a saleswoman of no little ability, is on hand to greet visitors.

## NEW YEAR'S GREETING

### Message From Pres. Howard of the American Carnation Society

As president of the American Carnation Society, I extend best wishes for a prosperous and Happy New Year to all the members of this Society and all interested in horticulture. We have every reason to look forward to the new year with expectations of service and success. True, it is a period of readjustment, but the changes to normal conditions are continuing slowly and surely, with but little needless upheaval. Our business in comparison to others has suffered very little. Yet to have the success which our profession should have, we must work together toward the object of our society, "the advancement of the carnation."

On January 25, 26 and 27, we are to have our first opportunity for co-operation. On those dates the annual convention of our association is to be held, in a joint meeting with the American Rose Society, in Hartford. There we will have a chance to get together, exhibit our flowers, and discuss our problems. Let us all ask for and give advice freely at that time, for it is through general discussion that valuable suggestions are received.

We hope that our fellow-members from the West will not only come in large numbers for this meeting, but will also bring or send exhibits. For the past few years, the Western growers have been rather lax in this respect. It is not only their opportunity but their duty to help make these exhibitions a success. We need and trust to have their co-operation. We, as a branch of the Society of American Florists and Ornamental Horticulturalists, have a chance to do our share toward the furthering of horticulture in general. The great National Flower Show, in which we are to take an active part, will be held in Cleveland, next March. Let us do our share toward making this the finest exhibition ever known. Already preparations are practically completed. The splendid new building there is finely suited for our needs. Yet the success or failure depends on us as individuals. Let us each help to make it a success by sending exhibits and, if possible, attending in person.

I have full confidence in you and know that, through your help, 1922 is going to be the finest year ever known in our profession.

W. D. HOWARD.

# Burpee's Seeds Grow




## Burpee's Annual

### The Leading American Seed Catalog

Burpee's Annual gives reliable information about Burpee Quality Seeds. It fully describes the best varieties of vegetables and flowers, and more than a hundred Burpee specialties are illustrated in the colors of nature. Burpee's Annual will be mailed to you free. Write for your Annual today.

TEAR HERE

W. Atlee Burpee Co., Seed Growers, Philadelphia.
Gentlemen: Please send me a free copy of Burpee's Annual.
If you are a Florist or Market Grower check here ☐ (63).

Name .....

Street .....

Post Office ..... State .....


## SOLDIER'S WREATH

The very attractive and somewhat novel soldier's wreath shown on the opposite page was designed by Henry Penn of Boston. A wreath of this kind is a particularly fitting tribute to departed soldiers of the late war, and retailers should be able to take orders by showing their customers this illustration. An eighteen-inch wreath of this design requires the following material in addition to the frame: 750 Magnolia leaves; 5 yards of red, white and blue ribbon; 6 white Chrysanthemums; 3 bunches of Garza Pom Pons and 2 Sago Palms. Of course, when chrysanthemums are out of season white roses and daisies may be substituted. This wreath is designed for an easel.

## TAKING TOO MUCH FOR GRANTED

The proprietor of a certain store is forever scolding his employes for their indifference in the matter of possible sales.

One day, hearing a clerk say to a customer, "No, we have not had any for a long time," the proprietor, unable to countenance such an admission, began to work himself into the usual rage. Fixing a glassy eye on the clerk, he said to the customer:

"We have plenty in reserve, sir—plenty downstairs!"

Whereupon the customer looked dazed; and then, to the amazement of the proprietor, burst into hysterical laughter and walked out of the shop.

"What did he say to you?" demanded the proprietor of the clerk.

"'We haven't had any rain lately.'"

## ILLINOIS NURSERYMEN

The executive committee of the Illinois State Nurserymen's Association has voted to co-operate with the planting service bureau conducted by Mr. F. F. Rockwell, of the National Association. The annual meeting of the Association will be held in Chicago, January 19-20. The executive committee is endeavoring to put into effect the Standard Practice Service, as outlined at the last convention, and any nurseryman outside of the state who desires to co-operate can obtain full information by writing to Secretary J. A. Young, at Aurora, Ill.

Earl J. Seniff has taken possession of the greenhouses in Utica, N. Y., formerly conducted by William Pfeiffer. Mr. Seniff has been in the employ of Barker, the Florist, for many years, and his experience well qualifies him for his new work.



**An Attractive Soldier's Wreath**

(See Description on opposite page.)

# LA FRANCE

## *The Phenomenal Giant Everbearing Red Raspberry*

**Superior to any other Raspberry; produces large, juicy berries of finest aroma; very prolific, heavy bearer, absolutely hardy and free from disease.**



**Produced in the New England States, succeeds well in all sections.**

**Retails now at $6.00 per dozen, $49.00 per hundred. Strong field-grown plants.**

**Awarded First-Class Certificate by Massachusetts Horticultural Society and by all other Horticultural and Agricultural Organizations before whom it was exhibited.**

**Make reservation now with your dealer for Fall or Spring delivery.**


### WOOD FIRES

Patches of snow lay on the ground interspersed with brown stubble, which gave the country a dreary moth-eaten appearance. A sullen gray sky presaged a storm. The air was raw and chill. The men had been logging all day, chopping down the trees and piling up the wood. After a hearty supper of salt pork and beans, wrapped in their warm blankets, they were now sleeping sound by the fire. All but one, a youth more slightly built than the others, with a dreamy, thoughtful look. He was tending the fire, throwing on the pine logs and watching the flames leap up. He l'ked his work, and as he heard the merry snapping of the sparks, he thought of a day of the previous summer when he had cared for the horses of a gay party of picknickers and had made the fire for their kettle. Then, as the sparks snapped out, a young girl had cried joyously to her companions, "Oh, hear the fairies come out of the wood. They will soon be dancing with the sunbeams and the breezes."

M. R. CASE,
Hillcrest Gardens, Weston, Mass.
December 31st, 1921.

### HAVE YOU SEEN THE WIND?

One time Ernest D. Hastings, the magazine editor of the Dry Goods Economist, asked a man, "Ever have your hat blown off?" "Yes," said the merchant. "What blew it off?" "The wind." "Did you ever see the wind?" "No." Well, advertising is like the wind, an invisible force. You can't see it, but you can and will see the results, just as you saw your hat go rolling down the street.

This incident in a nut-shell very aptly describes the power of advertising. Many people who never had much experience with the power of advertising, only having at intervals now and then had occasion to spend a little money, but who didn't keep it up long enough to feel its force, may not be keen to continue in its support, but the knowing ones in the trade who have adopted its use cannot afford to drop it and rather believe in using it to a greater extent than ever.

The Publicity Committee for 1922 has plans for a worth-while campaign and has accordingly sent out letters for subscriptions, and the committee feels that those in our profession who have faith in the future of our business will unhesitatingly send in their quota so that our program may make further progress.

National Advertising is the domi-

nant and outstanding feature of the "Say it with flowers" slogan and helped to ride it to the level that made so many Editors, Writers, and Cartoonists use it as a text, and which is worth many many times over the amount we actually expended in the magazines to put it over.

To the thinking mind the use of National Advertising need not be questioned, but to those who have not delved into the problems connected with advertising, there are many who feel that local co-operative advertising is all that is needed, but never was there more need for the National campaign to continue than at present, for there is no medium that can spread our slogan more uniformly over this broad land of ours than national magazines so that everyone can get results unselfishly.

While no one belittles the good of local advertising, we must admit that it helps only in spots where the newspaper goes, but magazines are read the world over, and the greatest good to the greatest number is served in this channel.

Help the national campaign fund now and thereby help yourself. Advertising in national mediums against local mediums has the same effect on the reading public as does a national figure-head speaking in public against the local man at a town meeting. Each has his place and both are essential to put across the message.

Will we measure up to the 1922 prophecy for better business. This will partly help in solving our problem.

HENRY PENN,

Chairman National Publicity Campaign.

## ULTRA-VIOLET RAYS STRENGTHEN PLANTS

Preliminary experiments conducted at the Massachusetts Agricultural College have pointed to the practical use of light to influence plant structure. Orton Clark, plant physiologist, told a large group of chemists, agronomists and horticulturalists the effect of different light intensities and of ultra violet rays on plant structure and flower production at this week's research seminar of the station.

His first experiments have shown a decided structural difference in the plants given different amounts of ultra violet rays. Those plants deprived of the rays become stringier and lighter in color than the plants which grow under the rays.


## CARNATION CUTTINGS

NEW AND STANDARD VARIETIES
For December and Later Delivery

**THOMAS C. JOY.** We believe this one to be the best all-round pure white Carnation offered. It has been tested and tried in different sections of the country and without exception has made good. December and later delivery. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**MAINE SUNSHINE.** Seedling of Ward and Crystal White. Good yellow Carnations are always in demand. Maine Sunshine is a good, clear yellow. Rooted Cuttings, $15.00 per 100, $120.00 per 1000.

**LASSIE (Ward x Alice).** A commercial Carnation of exquisite shade of cerise. Very free bloomer. A decided improvement on Ward. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**WHITE DELIGHT.** It is an improved Pink Delight in all but color. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**REDHEAD (Aviator x Alice).** The finest scarlet Carnation today. Exceptionally free bloomer. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**RED MATCHLESS (Matchless).** Scarlet just a little stronger in growth than parent. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**HARVESTER.** A cross between White Wonder and Matchless. Pure white. Rooted Cuttings, $10.00 per 100, $90.00 per 1000.

**HAPPY DAY.** A very fine red. Rooted Cuttings, $10.00 per 100, $90.00 per 1000.

**LADDIE.** The best of them all. Rooted Cuttings, $15.00 per 100, $125.00 per 1000.

All the standard varieties, prices on application.

## NEW GERANIUMS

**Mrs. George E. Buxton.** Has every indication of being the best commercial double Geranium in the market. Very strong grower, producing exceptionally large trusses. A most beautiful shade of Bridesmaid Pink. Equally good for pots or bedding. Rooted cuttings, $15.00 per 100, $125 per 1000.

**Elmira.** Color of the rose Premier. Produces large truss and has every appearance of a good commercial variety. 2-inch pots, $15.00 per 100, $125 per 1000.

## REX BEGONIAS

2¼-in. pots
All the best varieties, mixed
$14.00 per 100. $125.00 per 1000
4-in., extra good, $60.00 per 100

## DAISIES

| | 100 | 1000 |
|---|---|---|
| Boston Yellow, 2¼-in | $7.00 | $60.00 |
| White Marguerites, extra strong, 2½ in. | 6.00 | 50.00 |
| Mrs. Sander, 2-in. | 6.00 | 50.00 |

Limited quantity.

**Our Complete Price List is worth having. Send for it.**

**Get in touch with us for some of the newer and better varieties of Chrysanthemums.**

# C. U. LIGGIT

Wholesale Plantsman

303 BULLETIN BUILDING
PHILADELPHIA

New England Office
15 Cedar St., Watertown Station, Boston
L. J. REUTER in Charge

# Ferns Ferns Ferns

**NEPHROLEPIS MACAWII (new)**

Beautiful, dwarf, compact plants

5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

**NEPHROLEPIS EXALTA BOSTONIENSIS**
(Boston Sword Fern)

**NEPHROLEPIS WHITMANI**

**NEPHROLEPIS VERONA**

**NEPHROLEPIS ROOSEVELT**

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

Write For Florists' Prices

# R. & J. Farquhar Company

6 South Market Street, Boston, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I understand that the Henry A. Dreer Co., of Philadelphia, is introducing this year an uncommonly attractive Bourgainvillea. It is called Crimson Lake, and was introduced to the Bureau of Plant Industry, having been received originally from British Guiana. There seems to be no particular reason for its name except that it describes very well its rich, beautiful coloring. The chief merit of this new variety lies in its richness and brilliancy, surpassing all other Bourgainvilleas in this respect. It seems fair to believe that this will become popular as a pot plant for the conservatory or greenhouse, as it admits training over a trellis and in any shape, although it may be cut back and grown in bushy form if desired.

In southern California and in Florida this Bourgainvillea, like the other varieties, can be grown out of doors, making wonderfully gorgeous climbers. Among the other new tender plants being introduced by the Dreers are some hybrid Dracaenas which were originated by a grower in Trinidad, British West Indies, a man who has long made a hobby of crossing and raising seedlings. There are four in the lot now being offered by the Dreer people, all of them distinct in appearance. They are called Harmony, Juno, Mrs. Ed Andre and Mrs. Rufus W. Scott.

This has been a great season for the tree surgeons and repair men as a result of the big storm in November. More publicity has been obtained by the Bartlett Co., of Stamford, Ct., than any other firm, particularly because of the new and ingenious methods which they are using. A device which has attracted particular attention is a power machine for boring holes for long bolts to be used in mending large cavities. The outfit includes a small gasoline engine and generator and resistence coil, weighing altogether only about a hundred pounds. During one demonstration the whole apparatus was lifted up into a tree where it performed just as satisfactorily as on the ground. The drills are equipped with regulation ship augers of different lengths, and bore through the largest limbs with ease, at a great saving of time and effort. A patented burr, which includes



Well Grown Buddleia Asiatica



FANCY DAGGER FERNS

A No. 1 Quality, $2.50 per 1000

HENRY M. ROBINSON & CO., Inc.

2 Winthrop Square 32 Otis Street

Boston, Mass.

a series of eleven circular saws of different diameters mounted on the same shaft, operates at a speed of 3,800 revolutions per minute, and digs away the diseased wood tissues with remarkable rapidity.

Although Buddleia asiatica does not seem to be taken up as freely by the trade as it deserves to be, still it is finding favor with private gardeners and some very good specimens are being grown on different estates. This winter flowering Buddleia has much to recommend it, and the new form with pink flowers called Eva Dudley, which is being put out by R. & J. Farquhar Co., is also a plant of much merit.

The first catalogue of the season to show up is that put out by the H. G. Hastings Co., of Atlanta, Ga., and proves to be an excellent piece of work, typographically and otherwise. The cut watermelons on the front cover fairly make one's mouth water, and there are some very good color plates inside the book, particularly those illustrating geraniums, ferns and salvia.

Close on the heels of the Hastings catalogue came one from Richard Diener in California. As usual, the Diener catalogue is of surpassing elegance, so far as color work is concerned, and is superbly printed. The list of gladioli and petunias will be perused with special interest, as Mr. Diener has made himself famous as a grower of both.

Choice Orchids

HYBRIDS

Laelia-Cattleyas, Brasso-Cattleyas, etc.

G. E. BALDWIN & CO.

Mamaroneck, N. Y.

Another catalogue which came along promptly is that of John Lewis Childs, from Floral Park, N. Y. As usual, the Childs catalogue has some excellent colored plates featuring novelties, and they are better done, I think, than ever before. The single cut of the new dahlia "Sunkiss" on the front cover is superb. The Childs people are making a feature of ferns, and picture several new varieties, including Baeri, which seems to be a strong grower of unusual merit.

## ORCHIDS

### MILTONIA VEXILLARIA

Miltonia vexillaria is well known and it certainly is one of the best spray orchids for either commercial or private use. Its flowering season extends from early April until the later part of July. The flowers, if kept cool and dry, will keep in good condition four weeks and longer. The color varies in different plants from nearly white with a touch of pink in the center of the sepals and petals to deep pink and rose. Some varieties have a deep carmine blotch on the lip, others only a few radiating lines of a dark rose color in addition to the usual yellow blotch which surrounds the yellow crest. However, all of them are beautiful and well worth the little trouble it takes to grow them. They don't seem to care what compost they grow in, for I have seen excellent plants grown in osmunda fibre, others in peat and moss and others in moss alone. Some growers use nothing but clean live sphagnum moss, which is kept growing and is replaced with fresh as soon as it shows signs of decay.

Miltonias are nearly always active and, therefore, require no special resting season. The only time they rest is when in full bloom and then less water is given at the root and the plants are kept in a cool, dry place where no damping down is done. Each plant is then allowed to get quite dry before water is again applied. At all other times the plants require an abundant supply of water and once a week or ten days an application of weak liquid manure. As the bulbs commence to swell and the flower spikes push forth this may be increased to double the usual strength until the flowers begin to expand. After that no more feeding is done until the new growths, which will push forth soon after the flowers are past, are well under way. Any dividing or repotting should be done at that time as then the roots are most active and will quickly take hold of the new compost.

Miltonia vexillaria is not over particular as to temperature. Some grow them cool, some warm and some in intermediate temperature. The atmosphere is kept damp during the growing season by frequent damping of the floors and between the pots.

Miltonia Roezlii requires a little more heat, but M. Bleuiana, a cross between the two, will do well under the treatment advised for M. vexillaria.



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## A NEW YEAR'S RESOLUTION

**RESOLVED—That I will not talk pessimism, especially about the florist or the nursery business, and that, so far as lies in me, I will be optimistic even in my thoughts.**

**Looking Ahead.** President S. S. Pennock sounds a note of confidence, optimism and fraternal fellowship in his address to the S. A. F. Let us hope that it will fall upon willing ears. There is every reason for florists to feel confident as to the future of their business. The period of readjustment is not yet over but this readjustment is largely mental and will be ended when there is a willingness to face the facts and abide by them. Florists like men and women in other lines are affected by a spirit of inertia. They dislike to change either their methods or their ways of looking at things, but will be none the worse off if these things are forced upon them.

Optimism follows confidence as a matter of course. It is popular to be an optimist in these days. Nobody likes a trouble hunter or a calamity howler. The optimistic employer, who is at the same time sane and practical, will inspire his clerks to better work. The optimistic clerk, who is not too assertive in his optimism, will inspire his customers to buy more flowers.

As for good feeling in the trade, who can doubt its value? There are bound to be business differences, rivalries and competition. Well and good; each man must necessarily look to his own interests. At the same time the fundamentals of the industry affect all alike. There are points on which all members of the trade can get together. There are endless opportunities for one florist to help another without hurting himself. Let us start the new year with a determination to hold up President Pennock's hands so far as we can by working with united effort for the good of the trade as a whole, by endeavoring to broaden our vision and to learn the value of co-operation, by looking ahead to a bigger future instead of living in a narrow past, and by refusing to harbor grudges based on race, rumor or religion.

**Stock Taking.** This is the time of year to take account of stock. How do you go about this undertaking? Are you absolutely honest or do you try to fool yourself? The alert and business-like retail florist will find stock-taking a guide and a help; the careless dealer who seeks only to make a good showing will find it a delusion and a snare. What you are really after is to find out where you stand, unless you are so unfortunate as to have a lot of stockholders who must be placated by favorable reports. Do not be afraid to write depreciation on fixtures, delivery outfits and the like. You will not be over-conservative if you write off 20 per cent or even more of the cost of the fixtures. You know well enough that, if you should try to sell these fixtures after only one season's use, you could not begin to get their original value. Why not face this fact in your inventory? Let some of the expense that has been going into fixtures be charged as advertising and carried in the year's overhead. Advertising helps create the good will which makes your business grow. Its cost belongs in your overhead.

And then as to book accounts. Such an account is not an asset unless it can be realized upon and not a full account if collecting it is going to cost half its value. Florists lose a tremendous amount of money through bad accounts. It is one of the evils of the business. Yet if the accounts are there and you know they are bad, you might as well charge them off first as last, making a mental reservation that you will be more careful in the future. Once a year have a personal show down. It may stir you up a bit, but it will be good for your business.

**Hartford's Convention.** It was something of an innovation when the city of Hartford was decided upon for the annual convention of the American Carnation Society, the rose growers and the National Growers' Association. Realizing that fact, the florists of Hartford set themselves at the task of making the convention a red-letter event. That they are certain to succeed can already be foretold. For nearly a year they have labored steadily toward this end. They have been unsparing with money, time and energy. By the time the visitors arrive the whole city will be talking about the affair and a big attendance is assured. Florists in other parts of New England are also doing their part and may be counted upon for a big display of flowers. President W. D. Howard has made repeated trips to Hartford in the interests of the convention and has had the cordial support of the local committees. It is going to be a splendid gathering and a credit to New England.

# You who have seen the New Pompon

**"NEW YORK"** have recognized something that is better than anything among the older named varieties. It is a seller on the market and is well deserving of the Silver Medal awarded it at the Museum of Natural History Show. Following **"New York"** and a sister to it is

**"LOUISE DAVENPORT"**—There is more bronze and less yellow in its color. There is a wonderful similarity between the two and **"Louise Davenport"** follows **"New York"** by nearly two weeks in season.

**"SARAH TOWNSEND"**—Another Hilda Canning seedling and a sister to both **"New York"** and **"Louise Davenport."** **"Sarah Townsend"** is ready to cut November 20th. These three bronze button Pompons will give a continuous supply of this type from November 1st until December 1st. You need all three to cover the month properly.

**"NOVEMBER GOLD"**—The finest of all the yellow sorts will also be offered this season.

We believe these four Pompons to be the best of this type. The price will be $15.00 per 100. $140.00 per 1000 for cuttings.

## A. N. PIERSON, Inc., Cromwell, Connecticut


# PRES. PENNOCK'S GREETINGS

## An Inspiring Address to the Members of the S. A. F.

Friends and fellow members: To each and every member of the S. A. F. and O. H. the incoming administration extends heartiest greetings and best wishes for the New Year.

We feel the future has more in store for humanity in this world of ours, towards progressive civilization, better living conditions, better feeling towards our fellow-beings, more thought to that which is elevating and refining, less of that old spirit, say it with guns, so let us teach the world to "Say It With Flowers." With all these advancements in deed and thought, how can we horticulturists, dispensers of one of God's greatest gifts, help but be benefited by that uplift that we are living through? So let each one of us put forth our best efforts and make 1922 the crowning year of the history of the S. A. F.

In going back over the 37 years of the S. A. F.'s past, we do not realize what tremendous strides the society has made, till we analyze the conditions existing then and those of today, and realize what wonderful opportunities the youth of today has, to learn and to push ahead, compared to the opportunities of those of the past.

Looking into the past brings to mind the starting of the S. A. F. and the part played by that grand old man J. C. Vaughan, the friend of every horticulturist, who was largely instrumental in the starting of the Society, always a worker, and still a worker, contributing his bit whenever occasion or necessity arises. What would the Society have done without these men of the older generation—without the Vaughans, the Craigs, the Lonsdales, the Westcotts, the Smiths, the Burtons, the Hills, the Stewarts, and many others who bring back most wonderful recollections of what we can do to make our lives worth while. We, in our busy everyday life, are apt to forget those who are older and have passed their zenith, so we want to take this opportunity to express our appreciation and thanks for all that the old guard have done for the S. A. F.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thomas F. Galvin, Junior**
226 DEVONSHIRE STREET
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# MICHELL'S FLOWER SEEDS

**ASPARAGUS PLUMOSUS NANUS**

Northern Greenhouse Grown Seed

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| 1000 Seeds | $3.75 |
| 5000 Seeds | 18.00 |
| 10,000 Seeds | 35.00 |

**ASPARAGUS SPRENGERI**

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|---|---|
| 1000 Seeds | $0.75 |
| 5000 Seeds | 3.00 |
| 10,000 Seeds | 5.50 |

Larger quantities quoted on application.

| | Tr. Pkt. | Oz. |
|---|---|---|
| **LOBELIA** | | |
| Crystal Palace Compacta | $0.40 | $2.00 |
| Crystal Palace Speciosa | .20 | 1.00 |
| **PETUNIA** | | |
| Grandiflora Fringed | $0.50 | |
| California Giants | .50 | |
| Monstrosus (Michell's) | 1.00 | |
| Dwarf Inimitable | .50 | $1.50 |
| Rosy Morn | .50 | 2.50 |
| Double Fringed Mixed, per 500 seeds, $1.00; $1.75 per 1000 seeds. | | |
| **PHLOX DRUMMONDII** | Tr. Pkt. | Oz. |
| Dwarf Cecily | $0.50 | $2.50 |
| Fireball | .40 | 2.25 |
| Pink | .40 | 2.25 |
| Snowball | .40 | 2.25 |
| Choice Mixed | .40 | 1.75 |
| **SALVIA** | | |
| America | $0.50 | $4.50 |
| Bonfire | .40 | 2.50 |
| Splendens | .25 | 1.50 |
| Zurich | .50 | 4.00 |
| **VERBENAS** | | |
| Mammoth Fancy Blue | $0.30 | $1.50 |
| Mammoth Fancy Pink | .30 | 1.50 |
| Mammoth Fancy Scarlet | .30 | 1.50 |
| Mammoth Fancy Striped | .30 | 1.50 |
| Mammoth Fancy White | .30 | 1.50 |
| Mammoth Fancy Mixed | .30 | 1.25 |
| **THUNBERGIA** | | |
| Mixed | $0.15 | $0.60 |
| **VINCA** | | |
| Alba | $0.15 | $0.75 |
| Alba Pura | .15 | .75 |
| Rosea | .15 | .75 |
| Mixed | .15 | .60 |

Also all other SEASONABLE SEEDS, BULBS AND SUPPLIES. WHOLESALE PRICE LIST FREE.

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# CARNATION
## ROOTED CUTTINGS
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**200,000 Plants of the Finest Stock in the Country to Select Cuttings from**

| | 100 | 1000 |
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| **WHITE** | | |
| Matchless | $5.00 | $40.00 |
| **SALMON** | | |
| Laddie | 12.00 | 100.00 |
| Pink Delight | 7.00 | 60.00 |
| **PINK** | | |
| Mrs. Ward | 6.00 | 50.00 |
| **LIGHT PINK** | | |
| Morning Glow | 6.00 | 50.00 |
| **DARK PINK** | | |
| Lassie | $12.00 | $100.00 |
| Rosalia | 7.00 | 60.00 |
| Rosette | 7.00 | 60.00 |
| **VARIEGATED** | | |
| Benora | 6.00 | 50.00 |
| **RED** | | |
| Aviator | 6.00 | 50.00 |
| Herald | 6.00 | 50.00 |
| Washburn | 6.00 | 50.00 |

# WILLIAM SIM
**CLIFTONDALE** **MASS.**


Many off-shoots have come from the S. A. F.; in fact nearly every organization pertaining to horticulture is a result, directly or indirectly, of the S. A. F. and its influence. The Philadelphia Florist Club was formed to entertain the S. A. F. members during their second convention in 1886. Now we have flourishing florists clubs in nearly every large city in the country, more or less the direct result of the S. A. F. Then we have the trade papers, first the American Florist, then the Florists Exchange, the Review, Horticulture and the Southern Florist, all the results of the S. A. F. To the trade papers with their support, their advice, their contributions and their wonderful assistance, not only the S. A. F. but the trade, in general, owe more than they can estimate.

The different societies such as The Rose Society, Carnation Society, Chrysanthemum Society, etc., are all the results of the S. A. F. There's a feeling among quite a number of our higher lights in the S. A. F. that these societies should not have left the mother society. I think there are good reasons on both sides. In some ways I would prefer to see all these societies work within the S. A. F. and yet, looking at it from another standpoint, I hardly see how they could be handled and handled in a satisfactory manner, as each has its own particular field.

Now in regard to the work that the S. A. F. has been doing in the way of backing the publicity committee, this committee has certainly been wonderful in helping to elevate and push the business. Those who are among the more progressive people in the S. A. F. are all of the firm opinion that if advertising is done judiciously, it's a paying investment, and with the advertising which the publicity committee has done for flowers with the slogan, which is now known in every walk of life—there's no question but that the money has been well expended, and is bringing back results, fully warranting the expenditure.

The Vegetable Gardeners' Association, in their annual convention in Albany recently, passed a resolution which they forwarded to Congress, asking that the cost of the free seed distribution, which amounted to about $360,000, be put into seeds for the families of the Russian famine districts to use for the planting of their crops. Whether anything will be done along these lines is a question, but it is a very worthy and excellent recommendation, as the Russians will face another year of starvation if they are unable to procure seed for their planting the coming season.

And as a final and last word. Don't forget the personal side of our business. We are all friends. Competitions, and rivalries, and keen business dealings, are the stress and strivings of the day's work, but do not let these carry you too far. Let no hatreds or jealousies mar the ever present fact that we are all human, and in the long run there is plenty in this world for all of us. Let us all strive for friendly feeling and co-operation for the advancement of horticulture and the happiness of humanity and for a bigger and better S. A. F. and O. H.


## ATTENTION GROWERS!

We are handling the unrivaled carnations of W. D. Howard and S. J. Goddard, New England leaders in the business. Now we want consignments from first-class growers of sweet peas, single violets and novelties.

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**121 WEST 28th ST., NEW YORK CITY**


### NEWS NOTES

Professor David Lumsden, formerly assistant professor of floriculture at Cornell University and during the last two years director of agricultural reconstruction at Walter Reed General Hospital, has recently been appointed horticulturist in the Office of Foreign Plant Quarantines, Federal Horticultural Board, Washington, D. C.

Fred Walters, for several years a florist of Leroy, N. Y., has bought a half interest in the business of Gustav Noack, of Batavia. The new firm will be known as Noack & Walter, and will have a flower store in the Masonic Temple, as well as greenhouses on Bank street.

## George Watson's Corner

"You in your small corner and me in mine."

Mr. and Mrs. Arthur Whitney Jackson announce the marriage of their daughter, Jean Sharps, to Mr. Douglas Earl, on Saturday, December 31, 1921, at Doylestown, Pa. At home after February 1st, Madison, N. J.

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David Rust calls our attention to the fact that the Florists Exchange's London correspondent says that Walter Burpee had invaded that great city recently under a "nebulous and fuliginous atmosphere," and wishes us to explain what the nebular hypothesis refers to is. We think that they just wanted to spoof a little with big words, so as to get us poor ignorant Americans guessing. If he had had to pay for the space at the sizeable prices the Exchange charges for advertising, per word and line, he would have put it in three letters "FOG." A good old English word, which has the Greek and Latin skinned a mile for brevity. And that's one of the reasons why our flexible and wonderful language is conquering the world today. It takes them all in—French, German, Japanese, Scotch, Yiddish, Lancaster County, Bellevue Stratford and the Neck—so that we can say things better and in fewer words than ever known since Adam ate the apple. 'Vast Fuliginous! You'll be handing us "meticulous," first thing we know!

---

Samuel S. Pennock was the star at the monthly meeting of the Philadelphia Florists Club, January 3rd. His talk, and his lantern slides, illustrating same, were exceedingly interesting, and were listened to by a large audience of ladies and gentlemen. Seldom has the Roof Garden of the Adelphi been honored by such a distinguished gathering. Germany, France, Belgium and England, in many interesting phases, were shown, and the remarks of the man with the wand were very apt and illuminating. The progress of horticulture in Europe, from window gardening to rose culture, came within his scope, and everybody felt they had spent one of the most remarkable evenings they had ever dreamed of, both from a historical and entertaining standpoint. It was a great event, and will be long remembered.


## SEEDS AND BULBS

SEND ORDERS IN NOW FOR DUTCH AND OTHER BULBS TO HEADQUARTERS

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| Æthiopica, 2-2½ in. | $25.00 |
| 1½-2 in. | 15.00 |
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| Godfrey, ¾ in. | 10.00 |
| ½ in. | 7.00 |

CHINESE (JOSS) LILIES

Per basket $2.75, per mat, 120 bulbs, $9.50, per 1000 $75.00.

VALLEY—From Storage

Finest Grade German Type

Stock soon for holidays

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| Case of 250 | $9.50 |
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| Case of 1000 | 35.00 |

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| First Size Named, 19 cm., in variety | $70.00 |
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| Fancy Forcing, 16-17 cm., (sep. shades) | 40.00 |

EARLY SINGLE TULIPS

| | 1000 |
|---|---|
| Artus | $20.00 |
| Fred Moore | 19.00 |
| La Reine | 20.00 |
| Cottage Maid | 25.00 |
| Rose Luisante | 34.00 |
| Chrysolora | 25.00 |
| Yellow Prince | 20.00 |
| Keizerskroon | 22.00 |

Early Double

| | |
|---|---|
| Murillo | 19.00 |
| Schoonoord | 22.00 |
| Couronne d'Or | 25.00 |

All best DARWIN, BREEDER and COTTAGE TULIPS at equally low prices.

See your customers now who own fine private places for DARWIN TULIP beds for planting as soon as frost comes

CHICAGO **VAUGHAN'S SEED STORE** NEW YORK

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## CARTERS SELECT FORCING BULBS

FREESIA, IRIS, LILIUMS, HYACINTHS, NARCISSUS AND TULIPS

All of finest quality at reasonable prices

CARTERS

Catalogue now ready—Send for a copy today

CARTER'S TESTED SEEDS, Inc.

19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.


Sixty years ago John May used to be able to run a mile in nine seconds or therabouts. Now, according to what he writes the Commodore it takes him nine thousand. Bad leg. But otherwise all right and happy in his old age. As to that leg John Burton has him beat a mile. His old leg is all right again and he is chipper as a chipmunk looking for stray acorns.

---

Specimens of the wonderful new yellow French rose, Souvenir de Claudius Pernet, were on exhibition at the Pennock Market on the 20th and excited much favorable comment. In size and form the flower is away ahead and the color is the best yellow we've got in roses so far. Quite a number of the forward looking growers are keen to get a hold of it and try it out.

H. H. Battles thought very well of it and he is one of our keenest from the artistic point of view. The stem is rather prickly and seems to indicate that there is some of the old Harrison yellow blood in the genesis of the new one.

---

Adolph Gude, although not quite so prominent in public life as his brother William, was well known and highly respected all over the country as an ornament to his profession. He adorned particularly the growers' end of the business, and everybody looked up to him for his fine record in that connection. Samuel S. Pennock of Philadelphia was one among many who went from all parts of the country on the 29th of December to pay final respects to their old friend in his last resting place in Washington. May we all have as good a record when we pass on to the great beyond.

GROWERS

FERNS

POT-GROWN STOCK 2¼-INCH

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 10.00 | 95.00 |

Fern Runners $15 and $30 per thousand.

Plant runners now for your Easter trade and save express.

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Nephrolepsis Norwood
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

E. W. FENGAR
*Chrysanthemums*
147-187 LINDEN AVE.,
IRVINGTON, N. J.

Bermuda seems to be the popular winter resort these days. We hear that Adam Graham and his two daughters left for there December 27th. Then came Paul Huebner and his two cronies, John Kuhn and Bill Kleinheinz, who sailed January 4th for the same haven of rest and recreation. Bob Craig had better get busy and put in a few more licks for Porto Rico. That winter Elysium may be a bit nearer the equator than Bermuda but what's a few hundred miles in these days of quick transportation. Has the usquebagh anything to do with it?

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Piqueria trinerva and Piqueria luxurians are the two varieties of Stevia now on the market. The later is sold as the double Stevia although that is a misnomer as it is a quite distinct variety and just as single as trinerva although of a different habit and with unserrated leaves.

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Recent visitors include Howard M. Earl, Jerome B. Rice Co., Cambridge, N. Y.; Edward H. Flood, Johnston Brokerage Co., Pittsburgh, Pa.; Mr. and Mrs. J. D. Hooper, Richmond, Va.; John Vorkeller, Bethlehem, Pa.

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### TUBEROUS BEGONIAS

It is interesting to find that tuberous begonias are again coming into popularity. At a recent meeting of the Gardeners' and Florists' Club of Boston they received high praise, especially the smaller flowered kinds, and those adapted to hanging baskets. These begonias are not at all difficult to handle, and can be started any time during February, March or April. It is only necessary to plant them in shallow boxes containing light soil, preferably one part loam, one part leaf mold and two parts coarse sand. The crowns of the tubers should not be covered, and water should be given sparingly until they start into growth. When the shoots are half an inch long, the tubers can be potted up in 4 or 5-inch pots, using a compost of loam, leaf mold and sand with a little rotted manure. Before they get pot bound the plants should be shifted again, but should not be over potted. Tuberous begonias should not have too much heat as they are much sturdier if grown slow. Buds may be picked off until the plants are well

IRIS and PEONIES
We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.
GEORGE N. SMITH
Wellesley Hills, Mass.

GROWERS

HIGH GRADE PLANTS
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

GLADIOLI BULBS
Especially treated for greenhouse forcing. The outcome of ten years' experimenting. America, Francis King, Halley, Peace, Mrs. Frank Pendleton, Watts, Niagara, etc. 1½-inch bulbs and up, $5 per hundred. With this new treatment of Gladioli bulbs, success is assured.
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Chrysanthemums
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Gladioli and Dahlias
Booklets Free
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WILLIAM SIM
CARNATIONS
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**Ferd. Fischer's Cyclamen Seed**

| | Per 1000 |
|---|---|
| Glowing Dark Red (Xmas Red) | $12.00 |
| Glowing Red, Bright Cherry Red | 12.00 |
| Bright Rose, Rose of Marienthal | 12.00 |
| Pure White | 10.00 |
| White with Dark Carmine Eye | 12.00 |
| Salmon, Delicate Improved Rose Von Zehlendorf | 15.00 |
| Salmon, Improved Perle Von Zehlendorf | 15.00 |
| Rococco Erecta—Orchid-flowering Types | |
| Rococco Erecta White with Carmine Eye | 15.00 |
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CYCLAMEN SEED 20% DISCOUNT
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BOSTON, MASS.

**Burpee's Seeds Grow**
Wholesale Price List for Florists and Market Gardeners
**W. Atlee Burpee Co.**
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established if they are to be flowered in their pots. A little weak manure water will help to give better flowers.

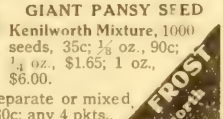
A house for begonias needs to be kept moist and the plants must be shaded from the hot sun sufficiently to prevent scorching of the leaves. Water sparingly as the plants cease flowering, and stop watering after the stems are formed. Begonias for bedding should have wide popularity. They might well be featured by florists and seedsmen. When used in beds or at the base of the house they are exceedingly attractive. For this purpose they should be started in early March, and hardened off for planting out in June.

Tuberous begonias in hanging pots make a lovely picture. One point to watch out for is that the baskets are not too large for the tubers. It makes a good display to use three tubers in a ten inch basket. The baskets are to be lined with moss on the inside, the moss being covered with turfy loam or coarse soil with compost on top. The soil should be firm and the tubers just covered. A daily syringing of the moss is advisable, and must not be omitted after the baskets are filled with roots.

Give the plants all the light you can, but shade them from the bright sun. There are other ways in which tuberous begonias can be used with charming effects. They are attractive in outdoor vases, in large porch boxes and in the summer house. But always where they will not get too much sun and where they will not be exposed to high, hot winds, which they will not tolerate.



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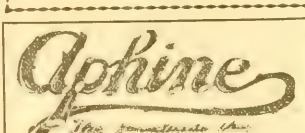
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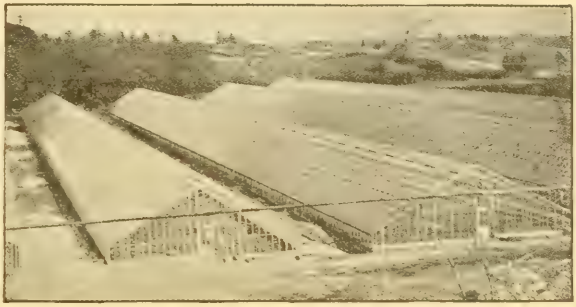
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| (For Fumigating and Sprinkling Combined) | | |
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| 10 | 20 in. | $4.95 | $54.45 | $412.50 |
| 20 | 18 in. | 3.65 | 39.60 | 322.20 |
| 30 | 16 in. | 2.60 | 28.60 | 220.00 |
| 40 | 14 in. | 2.10 | 23.65 | 187.00 |
| 50 | 12 in. | 1.45 | 16.50 | 126.50 |
| 60 | 10 in. | 1.00 | 10.90 | 85.25 |
| 70 | 8 in. | .85 | 8.80 | 67.10 |

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GLOXINIAS SUPERB STRAIN. SEPARATE COLORS—RED, WHITE AND PURPLE.
$2.50 per dozen; $18.00 per 100; $170.00 per 1000.

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GOLDEN YELLOW CALLA "ELLIOTTIANA."
1¼ inch Bulbs. $2.00 per doz.; $15.00 per 100; $140.00 per 1000.
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# Principles and Practice of Pruning

By M. G. KAINS

Few practices in the handling of plants, especially fruit bearing plants, attract so much interest as do those of pruning. The accumulation of new knowledge has become very considerable, especially in the last decade, but it is necessarily so scattered that very few growers have access to it, hence the demand for a book as this, which shall present the really important features of these investigations as well as set forth the fundamental principles based upon the laws of plant growth. This volume is lavishly illustrated mainly by actual photographs of specimens which show good and bad practices.

After a few pages of introduction the author discusses Plant Physiology as related to pruning. A chapter takes up the Philosophy of Pruning, itself, a very interesting subject. Then follows a classification and clear discussion of Buds, very fully illustrated from life. How Wounds Heal is an exceedingly interesting chapter, as are also those on Prevention and Repair of Mechanical Injuries, Pruning Nursery Stock, Young Trees, Mature Trees and Odd Methods of Pruning and Training, Rejuvenating Neglected Trees and Practical Tree Surgery. There are 400 pages in all.

Price $2.50

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739 Boylston Street Boston, Mass.



# Plant Propagation, Greenhouse and Nursery Practice

By M. G. KAINS

We have had many inquiries from time to time for a reliable and up-to-date book on plant propagation, but were always at a loss to find any publication that we could recommend. The subject has been dealt with in fragmentary manner only in books that have come to our notice. So it is well that this new work has been issued, especially as it is both comprehensive and practical, and it should meet with a ready sale among plantsmen, nurserymen and gardeners. There are nineteen chapters covering in detail topics of germination and longevity of seeds, propagating by buds, layering, cuttings, grafting, etc., fruit tree stocks, scions, etc., and there are eight pages of condensed cultural instructions in tabulated form, covering annuals and perennials from seed, woody plants, evergreens, vines, bulbs and tubers, greenhouse and house plants, ferns, palms, water plants, orchids and cacti. The illustrations are numerous, comprising 213 figures and halftone plates. There are 322 pages well bound and on heavy paper, teeming with helpful information. It is a book which no cultivator can afford to do without. It is worth many times its price. Copies can be supplied from the office of HORTICULTURE at publisher's price, $2.25.

HORTICULTURE PUBLISHING CO.

739 Boylston Street Boston, Mass.

Volume XXXV JANUARY 25, 1922 Number 2

# Horticulture



*"Rosalind"*

## Hartford Convention Number

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**THE BEST VARIETIES FROM ALL SOURCES, FOREIGN AND AMERICAN INTRODUCTIONS**

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**CHEERFULNESS.** — Beautiful variegated orange and scarlet with golden border. The florets are medium sized, but very freely produced.

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to all members of the
trade attending the

# Hartford
# Convention

# HORTICULTURE

**January 25, 1922**





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1894-1921

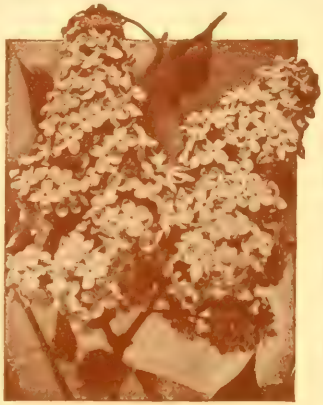
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## LILAC

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We wish to call particular attention to our fine stock of ferns which we are offering at this time.

**NEPHROLEPIS VICTORIA** (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

**NEPHROLEPIS ELEGANTISSIMA.** Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

**NEPHROLEPIS ELEGANTISSIMA COMPACTA.** 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

**NEPHROLEPIS MUSCOSA.** Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

**NEPHROLEPIS HARRISII.** 10-in., $5.00 to $7.50 each.

**NEPHROLEPIS DWARF BOSTON.** 3½-in. pots, $25.00 per 100; 6-in., 75c each.

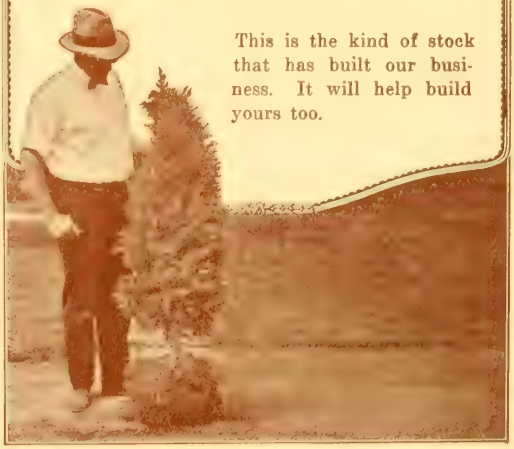
**ENGLISH IVY,** nice plants, 4-in. pots, bushy, 25c and 35c each, according to quality.

Packing added extra at cost.

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## Framingham Nurseries

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This is the kind of stock that has built our business. It will help build yours too.

# Cherry Hill Quality

**SPECIMEN EVERGREENS, ORNAMENTAL SHADE TREES and SHRUBS. ALL WITH EXCELLENT ROOTS and SHAPELY TOPS and grown for our vigorous New England climate.**

**PEONIES, IRIS, PHLOX and HARDY GARDEN PERENNIALS in CHOICE VARIETIES.**

## CHERRY HILL NURSERIES

**WEST NEWBURY, MASS.**

**(T. C. Thurlow's Sons, Inc.)** **Not Open Sundays**


### NEW ENGLAND NEWS

Harold Patten, the well known carnation grower of Tewksbury, is tax collector, which fact adds not a little to his duties, sometimes keeping him at his desk until midnight or past.

William Purdon, the famous plant explorer in the Chinese Foreign Service, who died November 7, was at one time a plant hunter for the Arnold Arboretum.

### OTTO B. ROBOLD

The death of Otto B. Robold, who passed away on January 13th, 1922, at 6.30 A. M., will stand out most prominently in the records that Philadelphia can produce for men of ambition and energy.

Having joined the force of the well known firm of Henry F. Michell Co., Philadelphia, Pa., at the age of twenty-eight, he was one of their outdoor representatives during the past thirty years, being an indefatigable worker, faithful to his trust and loyal to his friends and employers.

Those with whom he came in contact express the sincerest sympathy for his family. At the time of his death he had passed the fifty-eighth milestone. He leaves a widow and four grown children.

Following an operation which was performed in July, 1922, for kidney trouble, the greatest hopes were had for his recovery, but he was suddenly called to be rewarded in the land beyond. Burial took place from his home at Chestnut Hill, Philadelphia.

### MR. ZINN'S BIRTHDAY CELEBRATED

Julius A. Zinn, the well known florist of Beacon street, Boston, celebrated his sixtieth birthday recently, and the occasion was made notable by a banquet given to his employees in the Hotel Bellevue. At this banquet Mr. Zinn expressed his appreciation of the support which his people had given him, and thanked them for an attractive gift which came from them. Among those present were William F. Chase, who has been with Mr. Zinn for 24 years, Henry Ciccolo, who has been with him for sixteen years; Miss Violet Smith, his bookkeeper, who has been with him for twelve years, and Eugene Richard, who has been in his employ for four years. Mr. Zinn also received many congratulations from friends outside the store.


# King GREENHOUSES

**What size and style house do you want to build? How much addition are you planning to your present range? Why not take advantage now of the present low cost of construction? Remember:**

**We Have A Plan For Every Purpose**
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## MULTIFLORA JAPONICA ROSE SEEDLINGS

**Best American Rose Stock** for budding and grafting. New England grown, well rooted. No. 1, 4-6 m m at $15.00 M. No. 2, 2-4 m m at $10.00 M. Ready for delivery after November 1st.

C. R. BURR & COMPANY, MANCHESTER, CONN.

# PEONIES

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| Alexander Dumas | $22.50 |
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**Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.**

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Largest Dahlia Grower in the World

32 Central Street
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# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189'.

Vol. XXXV JANUARY 25, 1922 No. 2


## THE TALK OF THE TRADE

Without doubt many of the visitors to the Carnation Convention at Hartford this week will want to look over some of the many carnation ranges in New England. Nowhere are more growers to be found in the same area, and nowhere, I am sure, is there a larger number of men whose names are famous in the trade.

Many of the visitors will be particularly interested in seeing how the New England growers do Laddie. They cannot do better than to call on such well known growers as S. J. Goddard, of Framingham, and William Sim, of Cliftondale. Then I ought to mention C. H. Rice, of Lexington, because I have found Laddie particularly well grown on his place. There are not a great number of them, to be sure, but in color and size they rank with the best.

At Mr. Goddard's the visitor will be interested also in the new variegated carnation, The Lark, one of Dorner's creations. This is a free flowering and all round easy doing sort. Mr. Goddard is growing it well.

At President Howard's range in Milford, Mass., one will find one of the most complete establishments in New England. The new houses recently constructed at Mr. Howard' place are models and are producing a great amount of stock which brings a premium in the New York market.

At Harold Patten's well known range in Tewksbury, north of Boston, visitors will find their attention drawn to the new white T. C. Joy and the new pink Natalie. Joy has met with a fine reception, and has sold heavily. The records show it to be a free flowering sort, pure white in color and with a long stem, and the flowers do not split. Natalie is promised for 1923, and growers hope that it will take the place of Ward. It is a general feeling that Ward is not as profitable as it should be. It has fine growth, to be sure, but is slow in finishing its flowers. A bench of Ward, properly grown, always looks very prosperous, but it is a fact that the records will show a small cut compared to many other varieties. There is still plenty of time to watch Natalie and note how it works out. I was interested to have George Noyes, salesman for Patten & Co in the Boston Market, tell me that both Joy and Natalie are well liked by the retail men, and that the keeping qualities of both are reported of the best.

I haven't found a single grower who hasn't been well pleased with Maine Sunshine and who doesn't intend to increase his stock this season. It certainly is making good, and can be seen in practically all of the establishments around Boston. Of course the place to see it at its best is Mr. Strout's own establishment at Biddeford, Me., and visitors who get that far will find much to interest them, including some of the other novelties which Mr. Strout is now growing.

In spite of the fact that early in the fall it was the general belief that carnations would be under the average in quality this season, we find that the stock has made an excellent recovery. A lot of small plants had to be housed, not from choice, but because there had been a heavy loss in the field. Moreover, there was more stem rot than usual, and, without a doubt, more red spider. This is meant to apply to New England in particular, and these are the reasons why a short crop was predicted. Now, however, one can go into range after range and find plants of surprisingly good quality. I could mention a great number of places where blooms of the very highest quality are being cut and where there is plenty of them, too.



The New Variegated Carnation "Happiness"



Pres. W. W. Thompson
of the Hartford Florists' Club

In going around I have been interested to watch what the growers have planted for a red variety, and I think it is safe to say that Aviator has the call. It seems to be the very best producer; the color is excellent and it is a good keeper. While it cannot be called better than medium size, I know of no scarlet carnation which gives better returns.

Speaking of Aviator, I am reminded right away of a bed which I saw at the range of C. B. Johnson in Woburn, Mass. I have seen a lot of good Aviators this season, but none to beat this batch which Mr. Johnson is growing.

Of course everyone expects to see quantities of Pink Delight grown around Boston, and the Pink Delights are here in large numbers. The color and shipping quality of this carnation atone for its various shortcomings. Many florists would like it better if it only had a more agreeable disposition. We must admit that it is shy in making cuttings, is hard to root, and does not grow into a big plant. Yet the fact remains that growers shipping into the Boston Market find this among the best paying sorts, even though it is one of the smallest varieties found in the stalls.

---

I am very much interested to find in the new catalogue of Charles H. Totty Co., Madison, N. J., just out, a wonderfully fine reproduction in color of the new carnation "Happiness." This is a yellow variegated carnation, and quite unique. Although a carnation of this kind has never been very successful in the trade, yet many people like it, and Mr. Totty says that his customers have been demanding an opportunity to grow "Happiness." In addition to a dainty combination of colors it has a very delightful fragrance, a point often overlooked, but which means much to many people. The ground work is canary yellow, and the petals are flecked and striped deep pink in a very unusual way. The blooms of "Happiness" are only medium sized, but are of good form, and the plants are considered exceptionally free flowering. This is the carnation which was awarded the silver medal of the Horticultural Society of New York as being the best carnation of the year.

## THE MARKET

Roses have taken rather a surprising drop. Nine-inch stock sells for six cents, and the price increases gradually to eighteen cents for twelve-inch. Carnations are a little sticky, but are bringing five and six cents, with eight cents for fancies. Wallflowers are much in evidence this year, and are selling fairly well at thirty-five and fifty cents a bunch. If there were some good sized calendulas, they would readily bring six cents, but the small stock offered seldom gets above four cents, and you can buy little flowers for one cent. Myosotis is coming into the market in fair supply, and selling at fifty cents a bunch.

Violets, which braced up a week or two ago, have dropped back to the old price of seventy-five cents to one dollar and twenty-five cents a bunch. The demand for violets depends largely upon the weather. When days are warm and pleasant so that street selling can go on, violets bring a good price, but when the weather gets cold or inclement, the price drops. Very few fancy sweet peas are to be seen in the market, but the average stock shown is selling for from two to four cents. Bulbous stock is in good supply. Spurs are selling for ten cents, Paper-whites for four to five cents and Freesias in good supply at six cents.

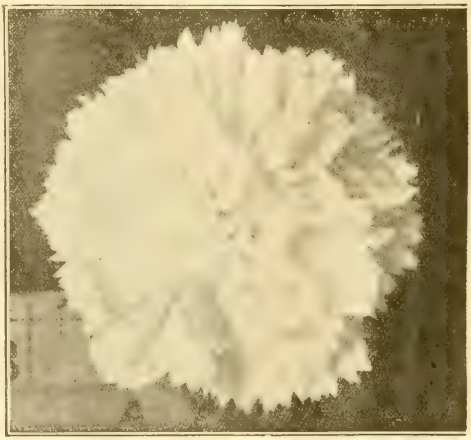


Joseph S. Coombs
Prominent Committee Member

## BOSTON GARDENERS' AND FLORISTS' CLUB

At a meeting last night, Jan. 24, the newly elected officers were installed. Dancing followed.

Carnation Night has been changed to Feb. 23, while the annual banquet will be held on the evening of Feb. 28. Tickets will be $2.00 and the banquet will be at Horticultural Hall.



The New White Carnation "Thomas C. Joy"



PRES. W. D. HOWARD
of the American Carnation Society

Program for the

# Hartford Convention and Mid-Winter Show

Headquarters at the
BOND ANNEX

Convention and Exhibition
at the

**Footguard's Armory**



SECY. A. F. J. BAUR
of the American Carnation Society

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## American Carnation Society

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WALLACE R. PIERSON
Chairman of the General Committee

WEDNESDAY, JANUARY 25

Exhibits to be staged in the morning. Must be ready before 1 o'clock. Judging in the afternoon. Show open to the public at 7 P. M.

8.00 P. M. Banquet, Wallace Pierson, Toastmaster.

Responses from Messrs. Pennock and Young for the Florists' trade.

E. J. Lake, Governor of Connecticut.

E. K. Hubbard, Jr., President Connecticut Manufacturers' Association.

Dancing.

THURSDAY, JANUARY 26

9 A. M. Opening Business Session.

Address by Pres. W. D. Howard.

Paper by Albert M. Herr, "The Carnation Industry—Past, Present and Future."

Discussion.

12.30 P. M. Meeting of Commercial Rose Growers' Committee at Greater Bond Hotel.

2 P. M. Meeting of National Growers' Association at the Bond Annex.

2 P. M. Meeting of the National Flower Show Committee at the Greater Bond Hotel.

FRIDAY, JANUARY 27

9 A. M. Second Business Session of the Carnation Society and the election of officers.

Visits to neighboring greenhouse establishments in the afternoon.

*Judges*: Chas. W. Johnson, Rockford, Ill.; David S. Ward, Queens, N. Y.; E. Saunders, Lewiston, Me.; John H. Dunlop, Richmond Hill, Ont.; S. J. Goddard, Framingham, Mass.; Jos. H. Hill, Richmond, Ind.

COMMITTEES IN CHARGE OF THE CONVENTION

*General Committee*: Wallace R. Pierson.
*Exhibition Committee*: N. C. Osborn, C. Cawte, O. Linderer.
*Hall Committee*: Messrs. Joseph Coombs, Olmstead and Piedmont.
*Ladies' Reception Committee*: Mesdames McManus, Welch, Brodrib, Cawte, Pierson, Thompson.
*Publicity Committee*: Messrs. Lane, Linderer and McDonald.
*Banquet Committee*: Messrs. Jos. McManus, Lane and Jos. Coombs.
*Finance Committee*: Wallace Thompson, Jos. Coombs, Albert Brodrib.
*Hotel Committee*: Messrs. Welch, Roy Thompson and Cawte.
*Transportation and Reception Committee*: Albert Brodrib, George McClunie, H. J. Anderson.



VICE-PRES. N. C. OSBORN
of the American Carnation Society

# *Greetings From New England*

WELCOME AND GREETINGS FROM

## W. D. HOWARD

MILFORD, MASS.

You are extended a cordial invitation to visit my place after the Convention closes

Compliments of

**JOHN W. FOOTE**

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Carnations Asparagus Plumosus
Asparagus Sprengerii
our Specialties

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**CHARLES H. RICE**

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Carnations a Specialty

Greetings From

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Carnations

GREETINGS
from
**THE W. W. THOMSON CO.**
WEST HARTFORD, CONN.
Sweet Peas and Violets
When in Hartford, Come and See Us

# Greetings From New England


## PATTEN & COMPANY, *Carnation Specialists*
TEWKSBURY, MASS.

NATALIE—1923

To be introduced jointly by The Joy Floral Co., Nashville, Tenn., the originators, and Patten & Company.

Booking orders for January 1923 delivery. Price $120.00 per 1000. On orders of 2500 2½% discount; 5000 5% discount; 10,000 7½% discount. A real commercial carnation. Color, true rose, stem good, a free blooming variety averaging eight blooms per plant to January 5, 1922. Size three inches and over. We will grow 20,000 plants this season and solicit your orders DIRECT.

**Thomas C. Joy, new white, has made good. Late February and March delivery. Price $100 per 1000.**

Compliments of

**C. B. JOHNSON**

Grower of Commercial Carnations

WOBURN, MASS.

Greetings from

**A. A. PEMBROKE**

BEVERLY, MASS.

Carnation Specialist

You are Cordially Invited to Visit My Range

Compliments of

**PEIRCE BROTHERS**

WALTHAM, MASS.

Specialists in Roses for the Trade

Compliments of

**ARNOLD-FISHER CO.**

Roses

WOBURN, MASS.

Greetings from

**J. T. BUTTERWORTH**

FRAMINGHAM, MASS.

Orchids

Greetings from

**W. W. EDGAR CO.**

Easter Lilies and Begonia stock
Melior, Peterson and Cincinnati

YOU ARE CORDIALLY INVITED TO VISIT OUR GREENHOUSES AT WAVERLEY, MASS., NEAR BOSTON.

Tel. Belmont 600

Greetings from

**BOSTON ROSE CO.**

Selling Agent for
THE MONTGOMERY CO., INC.
of Hadley, Mass.
Growers of High-Grade Roses
1 WINTHROP SQ., BOSTON
Tel. 3285 Congress

Compliments of

**THOMAS ROLAND**

NAHANT, MASS.

Roses and High Grade Plants

# Greetings From New England

GREETINGS FROM

## STROUT'S INC.

BIDDEFORD, MAINE

Maine Sunshine and White Delight Rooted Cuttings

Greetings from

**New England Florist Supply Co.**

276 DEVONSHIRE STREET

Boston, Mass.

Greetings from

**Henry M. Robinson & Co., Inc.**

2 WINTHROP SQ.—32 OTIS ST.

Boston, Mass.

When in Boston make our establishment your headquarters

Greetings from

**Dolansky-McDonald Co.**

Wholesale Florists

5 WINTHROP SQUARE

Boston, Mass.

Greetings from

**Boston Floral Supply and Snyder Co.**

Wholesale Florists

15 OTIS ST., and 96 ARCH ST.

Boston, Mass.

Greetings from

## WILLIAM SIM, Cliftondale, Mass.

### CARNATION --- Rooted Cuttings

**BUY DIRECT FROM THE GROWER**

200,000 Plants of the Finest Stock in the Country to Select Cuttings from

**WHITE**

| | 100 | 1000 |
|---|---|---|
| Matchless | $5.00 | $40.00 |

**SALMON**

| | | |
|---|---|---|
| Laddie | 12.00 | 100.00 |
| Pink Delight | 7.00 | 60.00 |

**PINK**

| | | |
|---|---|---|
| Mrs. Ward | 6.00 | 50.00 |

**LIGHT PINK**

| | 100 | 1000 |
|---|---|---|
| Morning Glow | $6.00 | $50.00 |

**DARK PINK**

| | | |
|---|---|---|
| Lassie | 12.00 | 100.00 |
| Rosalia | 7.00 | 60.00 |
| Rosette | 7.00 | 60.00 |

**VARIEGATED**

| | 100 | 1000 |
|---|---|---|
| Benora | $6.00 | $50.00 |

**RED**

| | | |
|---|---|---|
| Aviator | 6.00 | 50.00 |
| Herald | 6.00 | 50.00 |
| Washburn | 6.00 | 50.00 |

# FORM AN ALLIANCE

## Growers and Retailers of Greater Boston Reach an Agreement — Banquet Saturday Night

The Growers' Association and the New England Retailers' Association have reached an agreement. Allan Peirce, acting for the former, and Chas. F. Boyle, president of the Retailers, submitted to their organizations a form of Alliance which has been accepted. This stops retail selling in the Winthrop Sq. Markets. The agreement will be celebrated by a banquet at the City Club at 6.30 Saturday evening, Jan. 28, to which all members of the trade are invited. Tickets are $2.00. Those not able to attend the banquet can come later and hear the speakers, who will include Messrs. Asmus and Ammann, who will come direct from the Hartford Convention.

The constitution adopted reads as follows:

### CONSTITUTION

ARTICLE 1

**Name**

The name of this organization shall be Florists' Alliance of New England.

ARTICLE 2

**Purpose of the Alliance**

To devise and carry out better business methods, and cultivate closer relations between the producer and the retailer, so as to overcome glut in the market; fluctuation in prices, and loss and waste caused thereby.

Sec. 2. To foster a spirit of mutual interest within the trade, discourage unfair methods; encourage mutual assistance; protect against imposition, and guard individual interests.

Sec. 3. To collect by means of assessment on a percentage basis, payable by both grower and retailer, or other allied trades, a sum of money to be used for ADVERTISING within the Boston and New England districts.

Sec. 4. To improve salesmanship; methods of grading, storing, packing and delivery. To raise the standard of the industry.

Sec. 5. To eliminate completely retailing and the acceptance of retail orders in both markets and to treat all such violations with, expulsion from both markets.

Sec. 6. To eliminate specialization by growers, commission men, salesmen and other agents and all such transactions so defined.

Sec. 7. To secure a uniform basis of credits, and collection of accounts, and to collect and disseminate information to members of the Alliance.

Sec. 8 This Constitution may be amended by two-thirds vote o f the members present at any regular meeting, providing, however, that due notice of the amendment has been mailed by the Secretary to each member of the Alliance at least ten days prior to said meeting.

### BY-LAWS

ARTICLE 1

**Membership**

Sec. 1. Any person or firm who deals in flowers either retail or wholesale, and any commercial grower who disposes his products in the New England and Boston districts is eligible to membership in this Alliance.

Sec. 2. Application for membership must be in writing, stating full name of individual or firm, business address and telephone number, after which it shall be acted on by the Executive Committee; a majority of whom favoring the admission of applicant, he shall be admitted to membership upon agreeing to obey and be governed by the Constitution and By-Laws.

Sec. 3. Upon election of any member and the payment by him of dues as hereinafter provided, the member shall sign the agreement to abide by the Constitution and By-Laws, and thereupon a certificate of membership, signed by the proper officers, shall be issued to said member.

Sec. 4. The resignation of any member shall be accepted only at the end of one year when accompanied by all the dues and assessments to the date of resignation, and upon surrender of his certificate of membership.

**Officers and Terms of Office**

Sec. 2. The Directors shall elect one of their own members to act as chairman who shall preside at all meetings.

Sec. 3. The Secretary who may be elected from outside of the business, and shall devote his entire time to the work, shall receive a salary and be bonded in such an amount as fixed by the Board of Directors.

Sec. 4 The Treasurer shall be elected by the Board of Directors and furnish bonds in such an amount as the Directors shall approve.

Sec. 5 The term of all officers shall be one year or until their successors are chosen.

Sec. 6. The absence of any officer from three (3) consecutive meetings of the Board of Directors and of the Alliance reckoned together, shall constitute a resignation subject to the approval of the Board of Directors of the cause of such absence, which shall be ascertained by direct inquiry by the Secretary.

### ASSESSMENTS

ARTICLE 3

**Retailers**

Sec. 1. Retailers shall be assessed 1% on all charges purchased, this amount to be added to their monthly or weekly statement, and collected by the individual, firm or sale man making the sale.

Furthermore, the retailer shall be assessed from 1% on all purchases made outside of the markets, Boston growers or wholesalers and turn same into the Alliance Treasury.

Sec. 2 Growers marketing their own products shall be assessed 1% on all wholesale sales of flowers or plants whether or not they are sold to Boston dealers. The amount to be deducted from their statements after collection has been made and paid into the Alliance Treasury.

Furthermore, the grower shall be assessed 1% on all CASH sales made to the retailer the amount to be turned into the Alliance Treasury weekly.

The grower shall not be assessed on any retail sales made in his home office.

**Salesmen**

Sec 3 Salesmen who are selling on commission basis shall collect and pay into the Alliance Treasury on the same basis as the grower who sells his own goods and in addition 2% on gross commissions.

Sec 4 The wholesaler who sells consigned flowers or plants shall deduct 1% from all such sales before making returns to the grower, this amount to be turned into the Alliance Treasury.

Sec. 5. The wholesaler who buys direct from the grower and resells, shall pay ½%, this amount to be collected by the selling agent, the same as though it was a sale direct to the retailer.

Sec. 6. A wholesaler who purchases flowers or plants outside of the Boston district for resale shall be assessed ½% on all such purchases, this amount to be turned into the Alliance Treasury.

Sec. 7. All money collected under Article 3 shall be devoted exclusively to advertising of flowers and plants within the Boston and New England district, excepting such amount as is necessary for office expenses.

ARTICLE 4

**Accounting and Checking Up**

RETAILERS

Sec. 1. All retailers who purchase their flowers and plants in the Boston district shall keep a specially ruled book or loose leaf system approved by the Executive Committee. On the first of each month an alphabetical list shall be made up showing the total amount owed by him to each grower, wholesaler or commission salesman. A copy of this list shall be sent to the Secretary of the Alliance.

Furthermore, on the first of each month he shall send to the Secretary a list showing an account of flowers or plants bought outside of this Alliance whether for cash or time, and with this list a check covering an assessment of 1% on the total amount.

Sec. 2 Growers who market their own products, shall keep a similar system to that used by the retailer and on the first of each month fill in in alphabetical order a list of names of retailers owing him, with the total amount. A copy of this is to be sent to the Secretary of the Alliance. When statements are sent out 1% is to be added to the account, this 1% plus ½% to be deducted from the amount of the bill, is to be turned into the Treasury of the Alliance.

No Assessments shall be made on CASH sales to the purchasers. Grower and salesmen, however, shall send a check covering 1% assessment on such sales to the Secretary of the Alliance on the first of the month covering CASH sales made the month previous. All assessments collected and his own assessment are to be turned into the Secretary not later than the 25th of month following delivery. At the same time a Sec of delinquents is to be filed with the Secretary. If accounts are not paid up by the 25th of the month following delivery, a list of such buyers shall be made and forwarded to the Secretary, and those names which appear on this list shall be denied further credit by members of the Alliance.

**Salesmen**

Sec 3. Salesmen who sell on commission for a number of different growers shall keep a similar system to the retailer and grower who sells his own goods; shall add 1% on all bills sent out and deduct 1½% on all such accounts. This amount to be turned into the Alliance Treasury.

Furthermore, the salesmen shall pay into the Treasury the amount equal to 1% on all cash sales, whether or not he collects this from the party buying the goods and an additional 2% on gross commissions. This amount to be turned into the Alliance Treasury on the first of the month following delivery.

Sec 4. The Secretary who receives reports from dealer, grower, salesman or

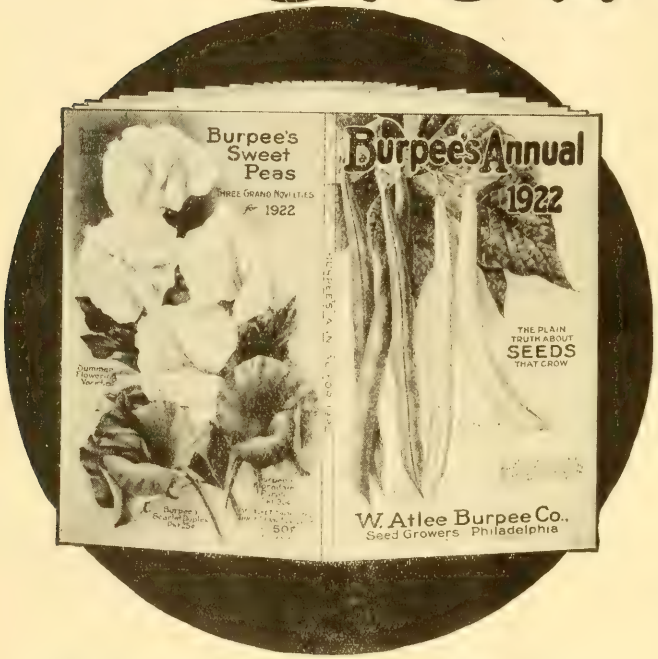

**ATTENTION GROWERS!**

We are handling the unrivaled carnations of W. D. Howard and S. J. Goddard, New England leaders in the business. Now we want consignments from first-class growers of sweet peas, single violets and novelties.

**HERMAN WEISS**

**121 WEST 28th ST., NEW YORK CITY**

# Burpee's Seeds Grow




## Burpee's Annual

### The Leading American Seed Catalog

Burpee's Annual gives reliable information about Burpee Quality Seeds. It fully describes the best varieties of vegetables and flowers, and more than a hundred Burpee specialties are illustrated in the colors of nature. Burpee's Annual will be mailed to you free. Write for your Annual today.

TEAR HERE

W. Atlee Burpee Co., Seed Growers, Philadelphia.
Gentlemen: Please send me a free copy of Burpee's Annual.
If you are a Florist or Market Grower check here ☐ (63).

Name

Street

Post Office State


wholesaler should check up one against the other, and if any discrepancy is found the Directors may order an investigation.

The sales of grower, salesmen and wholesaler should equal the combined buying of the retail branch of the business.

Sec. 5. The Commission salesmen should be required to use a cash register, tripilicate sales book or other device approved by the Board of Directors.

The salesman's monthly totals should equal the returns made to the grower, which should be checked up by the Secretary of this Alliance, for the protection of the members.

The wholesale florist who does not sell for the grower but who buys direct and resells, and who pays ½% to the grower on his accounts, should be required to add to all bills sent out for flowers or plants to Members of the Alliance, or to all who are willing to co-operate in this campaign 1% on all such bills. This amount to be turned into the Alliance Treasury.

A book or system, the same as used by the retail dealer or grower, should be used for this purpose, and a copy of transactions entered therein to be sent to the Secretary of the Alliance.

Sec. 7. As all goods are sold at prevailing CASH prices, accounts shall only be kept for approved customers who buy from day to day during the month. All bills are due when rendered and must be paid on or before the 25th of the month following delivery.

ARTICLE 5

**Officers and Committees and Their Duties**

Sec. 1. The Executive Board shall have charge of all publicity matters and advertising features necessary for the public dissemination of information and for the benefit of the Alliance. The Executive Board shall have the power also to appoint such other committees or assistants as it may deem advisable for the good of the Alliance.

Sec. 2. The expenses of all committees appointed by the Executive Board or of any assistant, or assistants incurred in discharge of duties for the Alliance, shall be provided from the General Fund of the Alliance.

Sec. 4. The Treasurer shall have the custody of the Alliance funds, deposit all moneys received in a bank approved by the Executive Board. All bills must be approved by the Executive Board before being paid. He shall keep an accurate record of all receipts and disbursements, in a book provided for that purpose, and shall, when called upon by the Executive Board, render a full report of the financial condition of the Alliance. All valuable papers, books and vouchers shall be at all times subject to the inspection of the Executive Board. In case of absence or disability of the Treasurer the Executive Board may appoint one of its members to act as Treasurer pro-tem.

Sec. 5. The Secretary shall keep a record of the proceedings of the Executive Board and of all meetings of the Alliance; send out notices of all meetings of the Alliance, Executive Board and special committees and keep a correct account between the members and the Alliance; he shall receive all moneys paid in, collect the dues and pay the same to the Treasurer, taking his receipt therefor, and shall perform such other duties incident to his office as the Executive Board may direct. In case of his absence or disability they may appoint a Secretary pro-tem. The Secretary shall execute a sufficient bond to the Alliance to be approved of by the Executive Board, and shall make all reports without unnecessary delay, and shall report to the Alliance such information as may be useful for the proper discharge of its duties. Any florist or individual member shall have the power to contract any debt on the behalf of the Alliance or on any amount or be liable for the payment of any sum unless the same has been directed by the Executive Committee.

ARTICLE 6

**Duties of Members**

Sec. 1. Every member of the Alliance shall consider it his duty to do all in his power by word and deed, to further the interests of this Alliance, and shall be bound by the rules and regulations which it may adopt.

ARTICLE 7

**Provisions of the Constitution**

Sec. 1. Provisions of the Constitution and of this Alliance may be changed by a vote of two-thirds of the members present at any regular meeting, but only after one month's written notice has been given to all members concerned.



The Last Chance to Secure Heavy Dormant Two Year Old Budded Plants of the Wonderful Pillar or Climbing Rose

# Paul's Scarlet Climber

**At the Low Price of $50.00 per 100**

This variety, as we have predicted ever since its introduction, is rapidly taking the first place as the most popular brilliant pillar or Climbing Rose.

Mr. S. S. Pennock in his recent address before the Philadelphia Florists' Club in speaking of the wonderful Bagatelle Rose Gardens at Paris, France, referred to this rose as the most brilliant in color and a subject that could be seen from all points in the garden, still in splendid shape after other Climbers had passed.

It is truly a wonderful rose and will find a place in every garden.

The price of $50.00 per 100 is special and will only hold good on orders booked on or before February fourth and for immediate delivery.

## HENRY A. DREER

714-716 CHESTNUT STREET

PHILADELPHIA, PA.

This offer is intended for the Trade only

## POINTS FOR CONVENTION DELEGATES

A florists' convention has seldom been held in a more convenient location than at Hartford. The headquarters are at the Bond Annex, one of the leading hotels in the city, while the show and business sessions of the American Carnation Society are to be held in Footguards' Armory, which is almost directly across the street.

The Armory is on High Street. It is a building well adapted to the purpose of a flower show, having a staging room which is close to the cold storage room. It also has club rooms where the sessions of the Carnation Society will be held.

Upon reaching Hartford you will be expected to register and get a button, at the same time applying for a banquet ticket, the price of which is $3.00. Do not fail to note the change in arrangements from former conventions, which brings the banquet on the first night of the convention.

The officers of the Hartford Florists' Club who will be on hand throughout the session are as follows:

President, W. W. Thompson.
Vice-President, W. J. Andrews.
Secretary, George Marchant.
Treasurer, J. A. Brodrib.



# —HORTICULTURE—

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SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**Says Sam: Spite is sand in the community carbureter. Forget it!**

**Hartford's Welcome.** The florists of Hartford have fully justified the wisdom of the National Carnation Society last year when it voted to hold this year's session in the Connecticut city. They have not spared time, money or labor to make the convention a success. On the contrary they have worked together in the most united manner to complete the preparation for a convention which promises to be one of the most successful in the history of the organization. Moreover, they have received the hearty support of the trade throughout New England, for to a certain extent it has been felt that this is really a New England convention.

No little praise is due to the officers and committee members for what they have accomplished. The convention will open with everything in perfect readiness, and with a show such as has seldom been equalled, and perhaps never surpassed. With over 12,000 carnation blooms, 193 separate vases, and nearly 3,000 roses, the show is bound to prove an eye-opener to the thousands of local people who will attend. Certainly it was a splendid plan which the Hartford florists adopted in distributing tickets to their customers. It has been good advertising for the florists and will help to make the show a success. From all appearances the capacity of the Armory will be taxed to the utmost, although the building is one of generous proportions. The Armory has been decorated in a similar manner as for the inaugural balls of the Governors, which means that it presents a very attractive appearance.

The hotel accommodations of the city are good, and nowhere has the convention hall been more accessible than in Hartford. We are sure that nobody who attends the Hartford Convention will go away with regrets.

**Boston's Alliance.** Without question, we believe, the solution of the difficulties which have existed for some time between the retail florists and the growers of Greater Boston will be received with keen interest throughout the country. The alliance which has now been accepted by both the retailers' and the growers' organizations ought and doubtless will be permanent. It is based upon an arrangement which should work out for the best interests of all concerned. It provides for contributions to the advertising fund on a basis to which no member of the trade can well object. The constitution which is published in full in this issue is quite a remarkable document, and probably will serve as a model for florists in other parts of the country who have similar problems to solve. No little credit is due to the members who drafted this constitution, and particularly to Allan Peirce, of the Growers' Association, and President Charles Boyle of the Retailers, who acted for their respective organizations.

**Pilgrimage To Portland.** No doubt there will be some disappointment among the rose growers of the country over the postponement of the pilgrimage to Portland, Oregon, announced in this issue of Horticulture. It should be understood, however, that the pilgrimage is only postponed, and will take place without much question next year. President Robert Pyle, of the American Rose Society, places special emphasis on this fact, for he does not want the interest in the pilgrimage to diminish because another twelve months must elapse before it takes place. The reasons for waiting another year, as set forth in the report submitted by Secretary Wister, will be accepted as justifying this action. Many of the commercial rose growers will be present at the Hartford Convention, and it is pleasant to see that this section of the society is active and flourishing. There is much which it can do in behalf of the trade.

**"Try Anything Once."** Do not be afraid of novelties, either in flowers or furnishings. The public likes them. In fact, it will buy novelties when it will not buy staples. Human nature seems so constituted that it delights in "trying anything once." The retail store keeper takes advantage of this tendency, if he is wise. He puts in new things and tells the public about them. That is what the public wants. We are talking, of course, about the progressive, pushing store man who is building up a business. The man with an established trade and traveling more or less in a rut may not agree with us. Nevertheless, novelties pay and people seldom consider the price of what appeals to their curiosity. Do not hesitate to put price marks on your novelties, but above all things make your customers realize that they constitute something new. Advertise them, feature them. You will sell them at a good profit—and other things, too.

# The Friday of Mid-Winter Show Week Will Be Visiting Day

COME DOWN TO CROMWELL

Our Mr. H. J. Anderson will be in Hartford all through the show and can tell you the arrangements made for your comfort and convenience.

WE SHALL WELCOME YOU.

**A. N. PIERSON, Inc., Cromwell, Connecticut**


## NEW ENGLAND NURSERYMEN.

### Program for the Eleventh Annual Convention in Boston

The eleventh annual convention of the New England Nurserymen's Association will be held at the American House, Jan. 31 and Feb. 1. Many important matters will come up, and all nurserymen, whether members of the association or not, are invited to be present. The following program has been prepared:

TUESDAY, 1.30 P. M.

Organization of Meeting and Selection of Temporary Chairman

Annual Reports
The Secretary ..... S. A. Robinson
The Treasurer ..... W. A. Vanneck

Committee Reports
Executive ..... Stephen Hoyt
Membership ..... F. S. Baker
Legislative ..... George C. Thurlow
Publicity ..... K. E. Gillette
Transportation ..... A. E. Robinson
Educational ..... R. M. Wyman
Vigilance ..... C. R. Burr
Appointment of Special Committees

Addresses

Business Conditions and Outlook
Paul V. Fortmiller ....Newark, N. Y.
Horticultural Finance
Prof. E. K. Thomas ....Providence, R. I.
The Advertising Value of Public Exhibitions
A. W. Lombard ..... Boston, Mass.

Tuesday Evening at 6.30

Annual Dinner. Tickets, $2.50; for sale by C. R. Fish and Donald D. Wyman

Entertainment

WEDNESDAY, 9.30 A. M.

Reports of Special Committees
Election of Officers for 1922
Unfinished Business

Addresses

Who is an Arboriculturist?
Christian Van der Voet ..Boston, Mass.
Superintendent, Arnold Arboretum
Some Reflections of a Private Gardener on Quarantines
William N. Craig ....Brookline, Mass.
Superintendent of Faulkner Farm
Discussion
Topics for Next Annual Meeting
Suggestions will be received by the Secretary
Adjournment




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thos. F. Galvin, Junior**
226 DEVONSHIRE STREET
BOSTON, MASS.


## CHANGE AT HORTICULTURAL HALL.

It is stated on authority that the Massachusetts Horticultural Society last Saturday dispensed with the services of Joseph Spry, who has been the engineer in charge of Horticultural Hall ever since it was built in 1900. Through his position, Joseph Spry had become thoroughly known to nearly all of the florists and horticulturists of Boston and vicinity, and many will be surprised to learn of his dismissal. A few years ago Joseph Spry and his son set up a trucking business and made use of the building for his headquarters, until the Trustees of the Society became satisfied that it was necessary to make a change and have the building used only for the purpose for which it was built.

## WOOD FIRES

### No. II

The lights were burning low in a pleasant sleeping-room. A sweet faced nurse was moving quietly about. The window was wide open that the clear night air might enter. A young girl lay in bed struggling with the hard drawn, labored breathing of bronchial asthma, as she heard the wood snapping merrily in the fireplace, she thought some day when this hard struggle is over, I shall fly forth like these little wood fairies, free to soar to the tops of the tallest pine trees, to the rocks where the eagles build their nests, then on through the beautiful blue skies to worlds of unknown beauty, a great, free, joyous disembodied spirit.

In loggers' camp and pleasant sleeping room the fires burned on.

M. R. CASE.

Hillcrest Gardens, Weston.
January 6, 1922.

## ATTENDED MRS. MURRAY'S FUNERAL

Henry and Charles Robinson, of Boston, were among the many members of the trade who attended the funeral of Mrs. Mary Ann Murray, wife of Peter Murray, well known florist of Fairhaven, Mass. The house was filled with a wealth of floral tributes from all over the country, as Mrs. Murray, like her husband, was well known throughout the trade. She was a member of the Woman's Club, and of the Order of the Eastern Star, and had had a conspicuous part in many of Fairhaven's activities. The deepest sympathy is extended to Mr. Murray in his bereavement.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

It seems that the Prince of Wales has revived the custom across the water of wearing a flower in the buttonhole. It is a pleasant custom and one which might well be followed to a greater extent over here. I have worn many flowers, but the one which suits me best is the little Mrs. Aaron Ward rose. Cut just as the bud begins to open, it will keep fresh and good looking for a surprisingly long time. I have found no other rose to equal it in this respect. The Bachelor's Button lasts well and is a favorite with many men, although somewhat under the ban during the war, owing to the kaiser's supposed fondness for it. For keeping qualities, though, the prize must be awarded to the Helichrysum or strawflower, which looks for many days as though picked within the hour.

Probably the carnation is worn more often in winter than any other flower, although men find it difficult to handle because of the thick calyx. There is a way to overcome this difficulty in large measure, and a simple one. If the thumb and finger are pressed hard against the bottom of the calyx a prong will immediately protrude from the surface of the flower. Let this prong be removed and the seed case will come with it, leaving a soft and pliable calyx which will go readily through the buttonhole.

---

Of the newer flowers which grew in my garden last summer, three or four linger in my memory as especially pleasing. One is the Ageratum Fraseri, which was a delight for many weeks. No ageratum with better color or better habits has yet been introduced. The new heliotrope Elizabeth Dennison proved very fine and should not be overlooked by garden makers who love the heliotrope's fragrance as well as its rich color. And the blue petunia was charming. This is certain to be one of the most popular of garden and window box plants, pro vided that the best seed is purchased. I have heard some complaints about flowers that were off color, but so far have, for my part, none to make.

During the late fall I have enjoyed the cheerful yellow blooms of Helianthus argustifolia. I feel sure that this is the proper spelling of the name, although I found it listed as questifolius in the catalogues. In any event, it is a splendid, small-blossomed sunflower, blooming with great freedom in the autumn, enduring mild frosts and having much the same general habit as the Cosmos, which perished, of course, long before it.



The New Yellow Rose "Souvenir De Claudius Pernet"

The landscaping of automobile filling stations is so unusual that it is worthy of notice when discovered. One company in New England, having a chain of stations, has placed them in the midst of trees and shrubs, with grass plots abutting the cemented drive, and evergreens to give a note of color when winter comes. Instead of being disfigurements these filling stations are objects of real beauty which even the speeding tourist must observe, for an empty gas tank is more effective than a traffic officer in enforcing a halt. Some of us willingly go out of our way to patronize these filling stations, which are found here and there like an oasis in a desert of brick and concrete. Let us hope that the practice of this particular concern will be followed by others. At least, it is worth encouraging.

---

Few of us realize, perhaps, the full value of mulching in garden practice. If we did, there would be fewer bonfires in the Fall and more leaves would go onto the rhododendron beds and around the newly set shrubs, and over the perennial borders. In most sections leaves form the cheapest mulching material and the kind which is most available, but this is not always so. In New Hampshire not long ago I found a man who was using pine needles in large quantities. They were spread for the most part on his extensive strawberry beds, and were applied expeditiously and readily by means of a manure spreader, which left an even blanket of uniform depth all over the fields. Care was taken, of course, not to put on the mulch until after the ground had frozen rather hard, an important matter often overlooked, I find, by the amateur.

Even tea leaves may be employed for mulching purposes. Probably they will not come into common use, but other occasions may arise similar to one reported from England. As everybody knows, the English people are inveterate tea drinkers, and after a certain very large function at a country place, an enormous quantity of tea leaves were left. The gardener, being a man of resource, conceived the idea of piling them around the newly set trees and shrubs, with results which seem to have fully justified the experiment.

---

Endive, both the curled and the Bavarian, have been exceedingly satisfactory in my garden the past Fall. It was handled in a method somewhat different from that commonly employed. A lazy man's method it might

Welcome and Greetings from

C. U. LIGGIT

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be termed, perhaps, but it saved me considerable labor and gave splendidly blanched heads, so why should I mind a critical comment or two? The endive was set out in four rows and closer than is the usual plan. The rows were so close, in fact, that the plants blanched each other, which was the purpose desired. There was no tying up to be done, but boards were set along the outside rows. Late in the season strips of burlap were laid over the plants, and as the weather grew cooler, leaves were piled on the burlap. Protected in this way the endive remained in excellent condition until Thanksgiving; much of the bitterness disappeared and the plants took on a flavor which was most delectable. The broad-leaved Bavarian variety, although somewhat less decorative, was just as appetizing as the curled kind, and it was difficult for the family to make a choice.

By the way, I have a popcorn which luxuriates in poor soil and will give a crop where other kinds of corn, even field corn, will hardly yield an ear. It is called Sorghum-pop, and owes its origin to Luther Burbank. Now all of Burbank's creations have not lived up to their catalogued descriptions, at least in the East, but after a two years' try-out, I can recommend Sorghum-pop as being all that it is popped up to be. It is a hyphenated corn, as the name suggests, with sorghum as one of its parents, and sorghum is famed for being able to thrive in thin soil and where water is scarce. As a matter of fact, I do not have to grow things which will endure a poor soil, and this point about Sorghum-pop is simply a passing observation. I like the corn because it pops clean and full. It is entirely free from core and the large kernels have the fluffy appearance which everybody likes to see in pop corn, at least if they know enough about the matter to pass judgment at all. And there are very few old maids, which is another considera tion.

I am very much interested to find the new rose, Souvenir de Claudius Pernet, offered in Charles H. Totty's 1922 catalogue. This rose has created a sensation wherever shown, but I did not suppose that it would be on the market this year. It is a Pernetiana seedling, and promises to give us what we have so long waited for, that is to say, a golden yellow rose that will stand the climate of this country, and also keep its yellow tint to the edges instead of turning white, as most yellow roses do. This is the rose which was awarded a gold medal at the International contest at Paris. Mr. Totty considers it the best yellow rose so far introduced for the garden, and his judgment seems well justified.

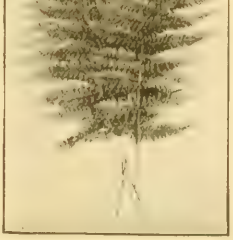
The orange yellow shade so prominent in Mrs. Ward and Sunburst is absent from Souvenir de Claudius Pernet, which is a clear, shining yellow. The foliage is free and vigorous, and the leaves are remarkably shiny. As is to be expected, Mr. Totty can offer only small plants, but I believe rose enthusiasts throughout the country will be very keen about experimenting with this new variety.



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# FLORISTS' WINDOWS ABROAD

## Some Decorative Schemes Which May Be Worth the Study of American Retailers

Much has been written about the drab character of the show windows across the water. The impression may have been gained that only American florists know how to exercise ingenuity and originality in making their windows attractive. It appears, however, that this is not altogether true, for judging from reports in the trade papers of London, the florists of that city have been showing no little enterprise during the past few weeks. One of the most talked of windows in London at Christmas time was that of Moyses Stevens, just outside the Victoria station. A writer in the Horticultural Trade Journal describes it as follows:

"This window was a fine testimony to the art and skill of the floral artist, and was probably unequalled throughout the Kingdom. An outstanding feature was a design showing a sleigh, made of red Gnaphaliums, drawn by two prancing piebald ponies, with hoops of jingling silver bells. In the sleigh was Santa Claus driving, and a tiny tot reclining upon cushions, with frost and cotton wool around, and in the sleigh blooms of Poinsettias. The whole was some 5 ft. x 2 ft. mounted, and an edging of Conifers completed this charming display.

"Another beautiful subject was an old-fashioned mill scene, a small red house gleaming with light, with straw-thatched roof, a whirling wheel, patches of lawn with frosted dew, a frozen pond, a rockery built bank, and a miniature tree stripped of its leaves, and aeroplanes of frosted Holly hovering in mid-air."

Other windows and methods of treatment are also discussed in the following way:

"A small, square, wicker work basket, dyed a pinkish mauve, was filled with rose pink Hyacinths, and enhanced by royal blue ribbons—a dainty and alluring combination of shades, but creating an effective contrast. In the background came another gold basket devoted to White Heather, with a perky top bow of broad rich apricot ribbon; and then to our nearer view were shallow bowls, planted to represent miniature Japanese gardens; and dotted amongst the cut flowers were bowls in art shades of blue, mauve, pink and salmon pink, planted with Dutch and Roman Hyacinths, scarlet, yellow and deep rose Tulips, all toning admirably with their different receptacles.

"And anon, amidst the jostle of busy crowds, all intent upon Christmas shopping, we turned into Bond street and here found another specialized florist, who showed fine examples of his fascinating craft. 'Look, Mumee,' said one little chap. 'Teddy Bears,' and there they were effectively designed in green moss, with eyes and whiskers all complete.

"Solanum Aculeatissimum, from France, is a particularly effective subject for Yuletide, with its bright and cheerful orange red. One attractive art bowl, filled with White Dutch Hyacinths, had an edging of these berries, which supplied a pleasing splash of scarlet. Small Capsicum berries with foliage, were also employed to effect, and by using a fine

hand-painted bowl the dark green foliage, with red berries here and there, proved quite enough color for that class of bowl.

"Hand-painted bowls and chintz fern pots are very effective in themselves, discretion must be used in filling these to ensure a good effect as a whole. A lovely shade of sea-green art bowl, filled with Cypripediums, interspersed with Asparagus Plumosus, produced a charming toning of greens, which doubtless would appeal to many. Another sweet contrast was produced with a deep blue bowl of Lily of the Valley, edged with small Asplenium Biforme. In the centre of the window was a beautiful confection of Ericas Nivalis and Poinsettias, tied with broad wine colored ribbon. It is surprising the beauty Primula Obconica takes unto itself when planted in art bowls of mauve shadings. Victorian Posies were a feature in one window.

"Each florist can give his own interpretation and change with endless variety his display, no matter whether it be with the dainty Orchid or the useful "Mum," both can be made to appeal and allure. Pretty Cupid, in china, jolly old Father Christmas, and all the diversities of the potter's craft can each be made an attractive messenger of goodwill, and each a good selling line when handled with art and skill."

## YELLOW CLIMBERS

### A. J. Fish Reports on Those Which He Has Tested

I am often asked if there is any Hardy Yellow Climber that will stand New England climate. Perhaps the enclosed list of varieties that I grow may be of interest to your readers. Of course I am adding new ones from time to time, the last one being Emily Grey, an English variety which I am wintering for the first time this year:

Here is the list:

Goldfinch—Small flowers in clusters, long strong stem. Hardiest early yellow.

Oriole—Small flowers, creamy yellow cluster, rather soft. weak stem. Early.

Electra—Lemon yellow, quite large flowers, semi-double. Early.

Gardenia—Yellow pointed bud, very pretty, somewhat tender. Early.

Source d'Or—Largest flowers of all, strong yellow. Second Early.

A. Barbier—Creamy yellow, large flowers, some tender. Early.

Edwin Lonsdale—Pale yellow changing to white; grown on ground; through long stem; medium size flowers; doesn't keep very well when cut. Early.

Robt. Craig—Small flower, sharp color, somewhat tender. Early.

Prof. Sargent—Largest size flowers, apricot yellow; will keep a week after all are open. Early bloomer but needs protection from northwest winds.

Jersey Beauty—Creamy yellow, somewhat tender. Early.

Emily Grey—Not tested yet, will bloom next season if the plants live over.

Good yellow climbing roses for a small collection are as follows: Goldfinch, Gardenia, Source d'Or, Prof. Sargent. Oriole is pretty, but doesn't keep well when picked. Electra is good, but there are none for sale in the United States. I have only one bush left, which I imported before the war. A Barbier I have not had much luck with, but have seen it doing very well at Newport. E. Lonsdale makes long growths dunring the summer after the blooming period, but most of the wood kills back badly in April. Then it makes new wood which flowers at once, although blooming on new wood is, of course, a very unusual habit for a climber. Robert Craig kills back somewhat, but the blooms have a nice color, with buds which are just the right size for the buttonhole.

At present I have no plants of William Allen Richardson, a Noyesette climber, but a friend of mine here is having good results with this rose. I have grown it several times, but it has always killed back somewhat. This rose, however, also blooms on new wood.

A. J. FISH.


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| Check, no fertilizer | 45 " | 337.50 |
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| Nitrate of Soda | 130 " | 975.00 |

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$1.75 per dozen; $12.00 per 100; $110.00 per 1000.

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$2.50 per dozen; $18.00 per 100; $170.00 per 1000.

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GOLDEN YELLOW CALLA "ELLIOTTIANA."
1¼ inch Bulbs. $2.00 per doz.; $15.00 per 100; $140.00 per 1000.
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**THOMAS BEAN, Nurseryman**
Station A
LEAVENWORTH, KANSAS


# ROBINSON MADE PRESIDENT

## Annual Meeting of Massachusetts Nurserymen's Association

There was very good attendance at the annual meeting of the Massachusetts Nurserymen's Association, which was held at Horticultural Hall the afternoon of January 17. Pres. Julius Heurlin was in the chair. Four new members were admitted, and it was stated that no member has been lost by death or otherwise since the last annual meeting. The following officers were elected: President, Sheldon A. Robinson of Lexington; Vice-president, Richard M. Wyman of Framingham; Secretary-Treasurer, Winthrop Thurlow of West Newbury; Executive Committee, J. J. MacMannon of Lowell, Julius Heurlin of South Braintree; Leonard Ross of Taunton and Donald Wyman of North Abington. Mr. Gustav Thommen was made an honorary member.

Christian Vander Voet, superintendent of the Arnold Arboretum, delivered a very interesting and valuable talk on the pruning of ornamental trees, and demonstrated his methods by material which he had brought to the meeting for the purpose. Mr. Vander Voet's talk was greatly appreciated, and he was given a unanimous vote of thanks.

Mr. E. W. Breed advocated the organization of a Chamber of Horticulture to be allied with the United States Chamber of Commerce and to include all of the different organizations of seedsmen, nurserymen and florists throughout the country. Mr. Breed was authorized to present a resolution embodying his ideas at the next meeting.

Upon receipt of a communication from Commissioner of Agriculture E. H. Gilbert, a vote on daylight saving was taken. There was a majority of one against the daylight plan.

A communication was read from State Forester Cook in regard to petitioning the Interstate Commerce Commission for a restoration of the

second class express privileges on nursery stock.

There was a long discussion in regard to the whole problem of express shipments, the fact being brought out that the industry is badly crippled by the high rates charged. It was stated by one member that he filled a $9.00 order going to Kansas City, and that the express for the package was $9.50. In another instance where the express company stated that the cost of sending a $200 order would be $210, the goods were shipped by freight instead, and arrived sooner than they would have reached their destination if sent by express, judging by the customary deliveries.

Mr. Theodore Borst urged that an effort be made to have statements made in magazines and papers all over the country showing that the high rates interfered with the distribution of shrubs and trees, people being unwilling to buy at any distance because of the cost of getting goods.

The question of wages also came up for discussion, and the members present said that while it was easy enough to get men who would work for 25 cents an hour, it was impossible to get really experienced help. The low priced men were not reliable and could not satisfactorily take the place of trained men. The latter, as one man put it, are almost an extinct species. This problem of getting experienced labor is one of the chief difficulties with which the nurserymen have to contend at present.

It was voted to have an Equity Committee to act as mediators or arbitrators in regard to any disagreements which might be presented to them. The following were selected as members of this committee: J. J. MacManmon, Donald Wyman and Julius Heurlin.

Before the end of the meeting, Mr. Heurlin, retiring president, was given a vote of thanks for his efficient work, and after adjournment a luncheon was enjoyed.

## NEWS NOTES

J. Edward Moon has been elected president of the newly formed Eastern Nurserymen's Association, which was organized at Trenton, N. J. Lester Lovett is vice president, F. F. Rockwell secretary, and Adolph Muller treasurer.

Mr. Hugh Findlay is to give a short course entitled "Landscaping Home Grounds," Tuesdays and Thursdays, beginning March 21, at Columbia University, New York.


## CARNATION CUTTINGS

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**For December and Later Delivery**

**THOMAS C. JOY.** We believe this one to be the best all-round pure white Carnation offered. It has been tested and tried in different sections of the country and without exception has made good. December and later delivery. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**MAINE SUNSHINE.** Seedling of **Ward** and **Crystal White.** Good yellow Carnations are always in demand. **Maine Sunshine** is a good, clear yellow. Rooted Cuttings, $15.00 per 100, $120.00 per 1000.

**LASSIE (Ward x Alice).** A commercial Carnation of exquisite shade of cerise. Very free bloomer. A decided improvement on **Ward.** Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**WHITE DELIGHT.** It is an improved **Pink Delight** in all but color. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**REDHEAD (Aviator x Alice).** The finest scarlet Carnation today. Exceptionally free bloomer. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**RED MATCHLESS (Matchless).** Scarlet just a little stronger in growth than parent. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**HARVESTER.** A cross between **White Wonder** and **Matchless.** Pure white. Rooted Cuttings, $10.00 per 100, $80.00 per 1000.

**HAPPY DAY.** A very fine red. Rooted Cuttings, $10.00 per 100, $80.00 per 1000.

**LADDIE.** The best of them all. Rooted Cuttings, $15.00 per 100, $125.00 per 1000.

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| Boston Yellow, 2¼-in | $7.00 | $60.00 |
| White Marguerites, extra strong, 2½-in. | 6.00 | 50.00 |
| Mrs. Sander, 2 in. | 6.00 | 50.00 |

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5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

**NEPHROLEPIS EXALTA BOSTONIENSIS**
**(Boston Sword Fern)**

**NEPHROLEPIS WHITMANI**

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**NEPHROLEPIS ROOSEVELT**

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

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**THE E. G. HILL CO., Richmond, Indiana**

## MEDALS FOR HARTFORD SHOW

### Offered By American Rose Society --- Portland Pilgrimage Postponed

An important meeting of the Executive Committee of The American Rose Society was held at the City Club of New York, January 9, 1922. The membership for the year 1921 was reported as 2280.

The Treasurer's statement was presented and a long discussion on finances took place. It was shown that the Society must have many more members to keep up its good work in the future. The membership committee reported the new rose premium by which new members taking out 1922 memberships for $3.00 receive with it a coupon for $2.00 worth of roses to be secured from any one of eleven co-operating nurserymen.

Mr. Pierson reported at length on the work of the committee on cut flower interests. He said that every effort was being made to make the rose exhibition at the National Flower Show, Cleveland, March 25th to April 1st, the greatest ever held in America. Three thousand dollars worth of premiums have been offered in the name of the Rose Society but many members of the society feeling that this was too great a burden for the society to carry have offered to be responsible for over $1,000 worth of these premiums.

It was voted to hold the annual meeting during the Flower Show week in Cleveland, the exact date to be determined later. It is hoped that the Rose Society may have a booth at this show and that many of its members may be able to get together there.

The society's gold and silver medal was offered for rose seedlings to be shown at the Hartford show on January 26th and 27th.

The committee on commercial cut flower interests was disbanded and in its place a new committee of fifteen members was appointed, to be known as the committee on commercial forcing rose interests. This committee is to have charge of the commercial interests of both the pot plant growers of forcing roses and the cut flower interests and to represent the A. R. S. in matters pertaining to either of these important branches of the rose industry. The following were appointed to this committee:

For three years from January 1st, 1922: Charles H. Totty, Frank H. Traendly, Thomas Roland, Jos. H. Hill, E. J. Fancourt.

For two years from January 1st, 1922: Harry O. May, Alex. Montgomery, Jr., James Heacock, Wm. Duckham, Wallace R. Pierson.

For one year from January 1st, 1922: Frank Stuppy, F. R. Pierson, W. J. Keimel, Robert Simpson, F. L. Atkins.

Mr. Pennock reported the progress of the committee on the Portland pilgrimage and the various routes and prices were discussed. He reported that preparations had reached an advanced state when it was learned that the American Bankers Association, the Rotarians and the Shriners were all planning trips to the Pacific Coast this June. It was felt that these three large pilgrimages would secure the best cars and accommodations and would so attract public attention that the comparatively small A. R. S. Pilgrimage would be completely overshadowed. It was decided that for these reasons the Pilgrimage of the A. R. S. to Portland be postponed until June, 1923.

## George Watson's Corner

"You in your small corner and me in mine."

Gillyflower as a commercial cut flower proposition, has been tried and found wanting. No matter what improvement you make on it—the original Gillyflower remains. It will never amount to anything as a commercial cut flower—such as the Sweet Pea and the Snapdragon have. The two latter have the right elements, fundamentally, back of them: Form, stamina, keeping qualities; and they can be worked into all kinds of commercial propositions. But the Gilliflower—fine as it is, in thousands of ways, will never amount to anything as a commercial cut flower. So you might as well forget it, in that connection, except as a fill in once in a while when you have nothing else to put on your benches.

---

The Michell Wholesale Catalogue, which has just reached this office, is one of the best yet issued by the company, and that is saying a good deal, as they have been in the forefront for a quarter of a century or more. Many think when they see the counters crowded six deep with customers that the Mitchells confine themselves to the retail trade. They certainly have got the cream of the retail trade, as far as Philadelphia is concerned, notwithstanding the fact that they moved away from the center at 1018 to the backwoods at 518 Market. They had the trade and they've held it; their customers followed them. That's the retail end; but it would surprise you how many of the six-deep are down there as florists and merchants trading for stock in quantity at wholesale prices—and nobody any the wiser. Henry Michell has built up a wonderful business all along the line, and we certainly have to take our hats off to him.

---

The flower seed part of the Michell list covers a number of novelties, including new Early Flowering Double and Semi-Double Perennial Chrysanthemum, Extra Early Double Flowering Cosmos, New Annual Statice True Blue, New Verbena Royal Bouquet, etc.

Vegetable Seeds also come in for their share of space, many special strains for the market gardener being offered.


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| 1¼-1½ in. | 8.00 |
| Godfrey, ¾ in. | 10.00 |
| ½ in. | 7.00 |

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Per basket $2.75, per mat, 120 bulbs, $9.50, per 1000 $75.00.

VALLEY—From Storage
Finest Grade German Type
Stock soon for holidays

| | |
|---|---|
| Case of 250 | $9.50 |
| Case of 500 | 18.00 |
| Case of 1000 | 35.00 |

DUTCH HYACINTHS 1000

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|---|---|
| First Size Named, 19 cm., in variety | $70.00 |
| Second Size Named, 17-18 cm., in variety | 52.50 |
| Fancy Forcing, 16-17 cm., (sep. shades) | 40.00 |

EARLY SINGLE TULIPS

| | 1000 |
|---|---|
| Artus | $20.00 |
| Fred Moore | 19.00 |
| La Reine | 20.00 |
| Cottage Maid | 25.00 |
| Rose Luisante | 34.00 |
| Chrysolora | 25.00 |
| Yellow Prince | 20.00 |
| Keizerskroon | 22.00 |

Early Double

| | |
|---|---|
| Murillo | 19.00 |
| Schoonoord | 22.00 |
| Couronne d'Or | 25.00 |

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The Catalogue also contains color plates of Primulas, Lilies and model lawns, while Summer Flowering Bulbs, Greenhouse and Perennial Plants are also featured in large variety.

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---

Otto Robold was among the "passed away" in the local environs last week He was one of the outside men for the Michell people for about twenty-five years and was highly thought of by all who knew him. The week also had on its record William P. Carre of Manshaw, N. J., who had a nice local florist trade and also did some shipping to Philadelphia in outdoor novelties, such as Dahlias. Alexander Grant Donald of Edgewater Park, a distinguished fruit grower, also passed away, as did Peter P. Morley. The latter was well known among florists, although not in the business. He was a Belfast lad, and was connected with Wanamaker's, and other big houses on this side, for a quarter century.

---

David Burpee, on being approached about that "nebulous and fuliginous," which his brother, W. Atlee, encountered in London town, said that he did not know very much about "fuliginous," but that the last time he was in London, which is not so long ago, it was as "thick as cream." Ah, Hah! we have at last discovered what these astronomers have been talking about, all these years, when they orated about the Milky Way. They meant Piccadilly! Fuliginous! Thick as cream! Piccadilly! Oh, Baby! David's got the right idea. If a fellow has

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| Whitmanii | 6.00 | 55.00 |
| Whitmanii Comp. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 10.00 | 95.00 |

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got to be smothered, he might as well be smothered in cream. Edward Doonер used to sing a song about that. I think he called it "Kilkenny," however, not "Piccadilly."

Samuel S. Pennock was at Scranton on the 10th inst., giving to horticulturists there a talk about his experiences in Europe. The occasion was very enjoyable and Mr. Pennock liked it but he seems to be beginning to realize that being a popular hero means an awful lot of hard work. However, he has the stuff in him, and will toe the mark. Every generation has its heroes in that connection, which thought brings to mind Thomas Meehan, who passed away twenty years ago at a ripe old age. For thirty years he edited Meehan's Monthly and wrote thousands of articles for all kinds of scientific publications. He wrote books; made speeches; officiated in the clubs; ran a nursery business; and from knee high to his seventies was an enthusiast and leader in gardening. A grand example, among many, and a beacon light for those who follow at the present day.

Eugene Bernheimer has moved temporarily from Ranstead and 16th to South Mole street, next door to Chas. E. Meehan. A change of landlords in the old place made the move necessary. This makes six wholesale places in half a block. We suggest that Avenue De Flora would sound better than Mole street.

William Robertson, gardener for George H. MacFadden, Villa Nova, Pa., writes from Springfield, Fifeshire, Scotland, Dec. 28th, wishing us a happy New Year. Thanks William! Same to you! This is the first we heard of that old timer being abroad, having a good time. If we had his money, maybe we'd be there too. But he deserves the best. He has a fine record around Philadelphia for thirty years back.

The Dreer catalogue for 1922 is a work of art, and we all ought to be proud of it. It is not altogether for what it lets in; but for what it keeps out. That's really the great test of the editorial mind. Most houses say: Will it catch them? Will it pay? And they build their annual appeal to the world on that basis. Some houses do not. They say first, is it right. If it's right, then go ahead. Well, that's one thing for the Dreer people you can say. It's got to be right before they back it; money or no money. Honesty and uprightness have always been their guiding star and are

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| Salmon, Delicate Improved Rose Von Zehlendorf | 15.00 |
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| | 100 | 1000 |
|---|---|---|
| Nutt, Buchner, Rooted Cuttings | $3.00 | $27.50 |
| Poltevine, Richard, Rooted Cuttings | 4.00 | 35.00 |
| Nutt, Buchner, 2¼-in. pots | 6.00 | 55.00 |
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yet. And their 84th annual offering in all lines of horticulture (outside of the tree business) is the best yet; and shows that this old house is ever young, and carrying the Dreer name on to fame and glory, and bringing an added effulgence to the halo of the founder and his successors in the empyrean, as well as on our little local footstool, here in the Quaker City.

---

We had the pleasure of seeing some blooms of Robert McGorum's new rose on the 12th inst., at Liggit's. They were still in good shape, although cut five days previously, showing that it is a good keeper. In color it is a lovely bright rose, shading to darker in the center, about the same shade as Pilgrim; good form and substance, and nice fragrance. The leaves are light green, and in form short and broad—quite distinct from most other sorts in that respect. Mr. Liggit says:—

"The name of the rose is 'William Wright Walcott.' It is a seedling, parent being Ophelia crossed on a pink seedling from Richmond.

"The rose is not yet disseminated, and probably will not be disseminated until the coming season. We are going to have it tried out here in this locality. It seems to have every characteristic of a good rose, but of course you cannot tell until it is tried out a little further."

---

Visitors include J. C. Stroh, Batavia, N. Y.; J. Howard Thompson, Kennett Square, Pa.; John Walker and his brother, Tom, Youngstown, O.; Andrew Yeager, Allentown, Pa.; J. D. Hooper, Richmond, Va.; F. Macrae, Providence, R. I.

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The Quarrey Floral Co., of Worcester, was recently incorporated, with a capital of $100,000. The incorporators are as follows: Michael P. Quarrey, Mrs. Anastasia M. Quarrey, Michael W. Donahue, Frank Clarkson and Daniel J. Donahue of Worcester, Ernest L. Smith of Millbury and Walter L. Hubbard of West Boylston.

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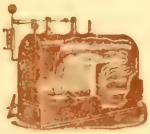
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| ¾-inch, per ft. | 18c |
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| 2 Reels, 1000 ft., per ft. | 20c |
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The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

Write for samples and price.

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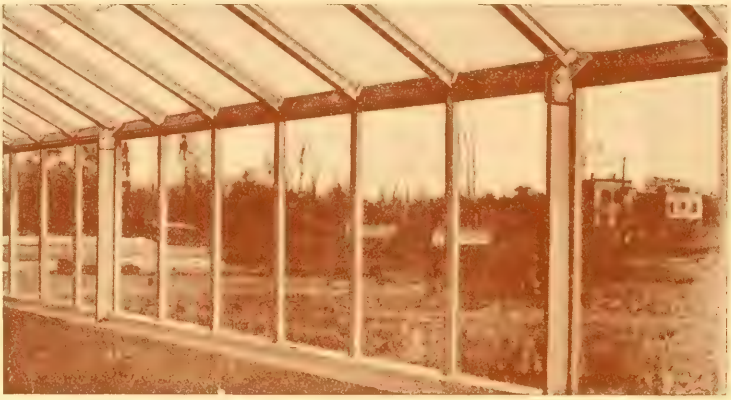

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Please Mention
HORTICULTURE



# Does Stretching It Weaken It?

A funny thing happened yesterday.
Was on the train going to Wilmington, Delaware, to look over that big job we just finished for Pierre du Pont.
Two men in the seat behind started talking about greenhouse construction.
One was strong for having the rafter and post spliced with gusset plates. Claimed "it looked stronger and was stronger."

The other one objected to the plates.
Said they "looked too heavy and doubted if they made as strong a fix as one **solid** piece combining rafter and post in one."

To which the first one replied: "That's all very well, but it means bending the iron at the eave. When you bend it, seems to me it must stretch the fibres of the metal and weaken them."

"Hold on," said the second one, "you are only half right. Sure it weakens a few, but it actually strengthens the metal at the point where it most needs the strength.
"See here, let me show you. In the first place, the iron is heated to a **white heat** before it's bent. Now a white heat, as you know, is right next door to being melting hot. When it's that hot, the whole mass of metal just readjusts itself; it doesn't actually stretch.
"Furthermore, let's suppose there might be some stretching on the very outside portion of the bend. The rest actually **fulls up** with more metal, making it stronger at the very place where added strength is needed."

"Say," replied the other man, "I never thought of that. You are dead right. Doesn't it beat the deuce, how a fellow every once in a while, loses sight of the plain every day common sense things. Why, man alive, of course that rafter and post in one solid piece is the thing."

Just then the train rolled into Wilmington and I had to get out. Confound the luck, I'd like to have heard what they had to say about other comparative construction points.

We'll chat together again in a couple of weeks or so.
In the meantime, don't forget that we go anywhere for business. Or to talk business.

Hitchings and Company

**General Offices and Factory: Elizabeth, N. J.**

**NEW YORK**
**101 Park Ave.**

**BOSTON 9**
**294 Washington St.**

Volume XXXV FEBRUARY 10, 1922 Number 3

# Horticulture

## National Show Changed to Indianapolis

(Copy of Telegram.)

Cleveland, Ohio, Feb. 6, 1922.

Horticulture,

739 Boylston Street, Boston, Mass.

By unanimous vote it has been decided to hold the National Flower Show on original dates, March 25 to April 1, in Indianapolis.

National Flower Show Committee.

## Read How Successful Florists Feature Valentine's Day

# FIFTH NATIONAL FLOWER SHOW

## Will Be Held on the Original Dates

# March 25th to April 1st

**IN THE**

## Manufacturers' Building and Convention Hall Building

**AT**

# INDIANAPOLIS, INDIANA

All local arrangements have been definitely made. There will be no change in the schedule. Two rates for trade exhibits:- one dollar fifty and one dollar per square foot, exclusive of any equipment.

For additional information, communicate with John Young, Secretary, 43 West 18th Street, New York City, or Irwin Bertermann, 241 Massachusetts Ave., Indianapolis, Indiana.

(Signed) National Flower Show Committee

# HORTICULTURE

**February 10, 1922**




W. H. Wyman, Prop.
1894-1921

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**Bay State Nurseries**
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**SPRING FLOWERS**

With unusually good values every retailer now has the opportunity to push sales,—special sales if you wish. Spring Flowers are particularly appropriate:

FREESIAS
Long; per 100, $6, $8
Medium; per 100, $4
Short; per 100, $3

SWEET PEAS
Per 100, $1, $2
Some Extra Long $3, $4

DAFFODILS
per 100, $4, $5, $6

TULIPS
Single, per 100, $4, $6, $8

LILAC
Per bunch, $2.50

PUSSY WILLOWS
Per bunch, $.25, $.50, $.75, $1
Some extra long, well tufted, exceptionally choice—$1.50

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.
WRITE FOR PRICE LIST
BUSINESS HOURS: 7 A. M. to 5 P. M.

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The Wholesale Florists of Philadelphia
NEW YORK PHILADELPHIA BALTIMORE
117 W. 28th St. 1608-1620 Ludlow St. Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

# FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time.

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

NEPHROLEPIS ELEGANTISSIMA. Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS MUSCOSA. Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

NEPHROLEPIS HARRISII. 10-in., $5.00 to $7.50 each.

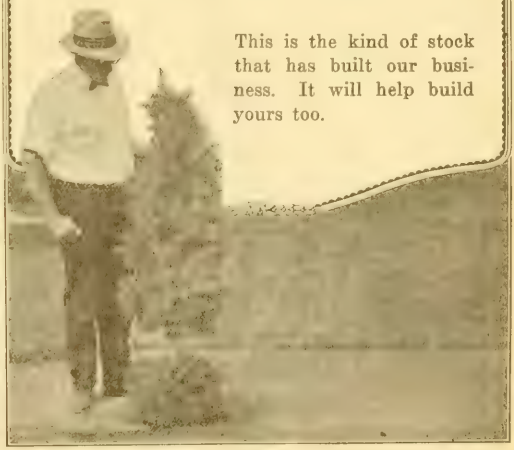
NEPHROLEPIS DWARF BOSTON. 3½-in. pots, $25.00 per 100; 6-in., 75c each.

ENGLISH IVY, nice plants, 4-in. pots, bushy, 25c and 35c each, according to quality.

Packing added extra at cost.

F. R. PIERSON, Tarrytown, N.Y.

WYMAN'S
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FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# STORM DAMAGE

Would you like to know where you can get some choice specimen trees with shapely tops and excellent root systems to replace those damaged during the heavy storms of this winter?

We can supply the following that will be sure to please you.

| | | | |
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| American Ash | 25 to 35 ft. | American Arborvitae | 6 to 16 ft. |
| American Elms | 12 " 20 " | Blue Spruce | 6 " 18 " |
| Cut-leaf Birch | 14 " 25 " | Canadian Hemlock | 6 " 12 " |
| Lindens | 12 " 18 " | Colorado Silver Fir | 8 " 20 " |
| Norway Maples | 14 " 25 " | Douglas Spruce | 6 " 15 " |
| Sugar Maples | 15 " 30 " | Red and Blue Cedars | 6 " 15 " |
| Red Flowering Dogwoods | 6 " 15 " | Norway Spruce | 6 " 10 " |
| White Flowering Dogwoods | 6 " 15 " | White Spruce | 6 " 20 " |

## CHERRY HILL NURSERIES

WEST NEWBURY, MASS. NOT OPEN SUNDAYS


### NEW ENGLAND

The J. W. Adams Nursery Co., of Springfield, has been granted a permit to make alterations on its buildings which will cost $1,200.

Howard Doland, who has been doing business in North Attleboro under the name of the Flower Shop, has assigned for the benefit of his creditors. His store was opened in December.

Joseph Rich, of Lancaster, Mass., has paid a fifty dollar fine for shipping a quantity of chestnut posts before they had been inspected for the gypsy moth.

G. H. Sinclair, the well-known florist of Holyoke, was one of the bearers at the funeral of Ex-Mayor Mather at Northampton, Mass., recently.

George Harris, office manager of the C. R. Burr Nursery Co., of Manchester, Conn., recently fell and broke one of his legs.

Mr. J. R. Pineult has been elected president of the New Bedford Horticultural Society. A. J. Fish, the well known climbing rose expert, is financial secretary.


# King GREENHOUSES

What size and style house do you want to build? How much addition are you planning to your present range? Why not take advantage now of the present low cost of construction? Remember:

We Have A Plan For Every Purpose
And A Style And Size For Every Pocketbook

Estimates and Suggestions Furnished Upon Request

*When You Think of Good Greenhouses Think of King*

KING CONSTRUCTION COMPANY

GENERAL OFFICES, NORTH TONAWANDA, N. Y.

New York City 1 West 47th St. Philadelphia Harrison Bldg., Boston, Mass. Board of Trade Bldg. Scranton, Pa. 307 N. Irving Ave.,



# PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street
East Bridgewater, Mass.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189[illegible].

Vol. XXXV FEBRUARY 10, 1922 No. 3

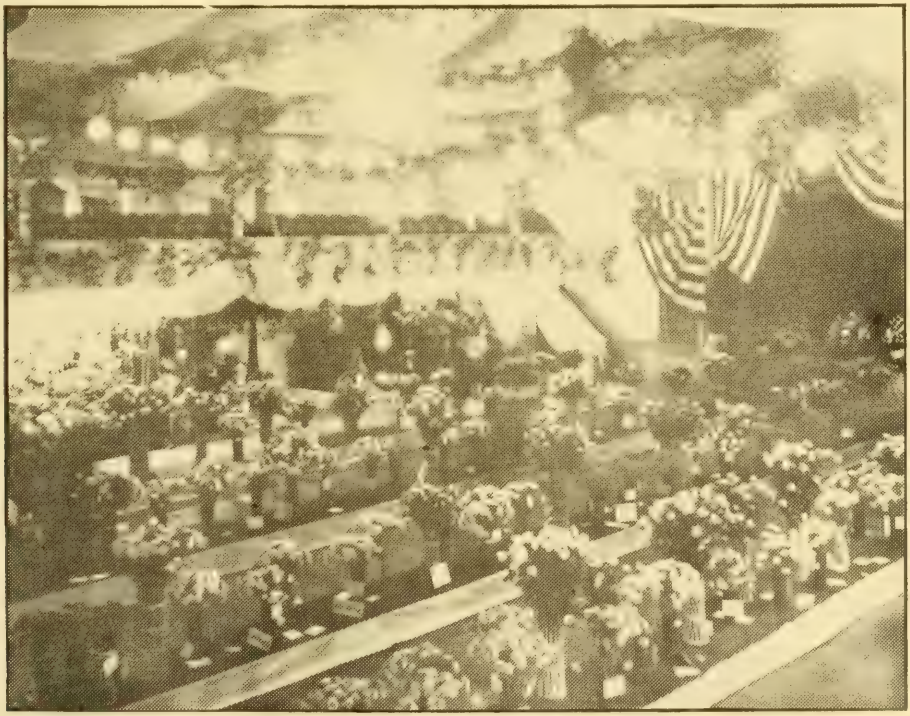
## THE TALK OF THE TRADE

The Carnation Convention at Hartfordis now a matter of history. I think it is perfectly safe to state that this convention stands out as one of the best on the records of the American Carnation Society. Many of us had the feeling all through the Fall that there would be a great deal of difficulty encountered in putting up a creditable show. Carnation growers in practically all parts of the country, as has been noted many times this Fall, were up against serious difficulties from the growing end. I am of the opinion that a large part of the succes of this show is due entirely to the determination of our leading carnation growers to back it with the best they had, and make the finest showing they possibly could. Through fear that this show might not turn out as well as it should, all the energies possible were brought into play, and it produced wonderful results.

When we come to consider the committee in charge, it's only fair that they be given all the credit in the world. When Wallace Pierson made the statement that he as chairman had working with him "a wonderful bunch of boys," I think he spoke the whole truth. Each and every one of them appeared to give the best that was in him.

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Regardless of how some of the growers may feel about the combination of rose and carnation growers at one meeting, I fail to see other than good work in the particular instance, and I cannot see why it may not always work out well. I can't possibly see why the roses and carnations should detract one from the other when brought together at a joint meeting, and I am glad that on the whole the growers in attendance at that meeting were so well pleased that it was decided to again come together in a joint meeting at Cincinnati.



Courtesy Hartford Times

**General View of the Big Mid-Winter Show in Hartford**

Records of the various entries and awards at the Hartford meeting have been published and well gone over by the trade. There are, however, a few varieties which stand out clearly in my mind as being of unusual promise. The Dorner seedling 135, which will probably be introduced in 1923, shows great possibilities. S. J. Goddard showed a vase of this variety in very good shape. Let us hope that it will turn out to be a good producer. If it is prolific, there is room for it, and it is surely going to be grown in large quantities. I believe Mr. Goddard made the statement that it would bloom three to one of Laddie. It is so near to Laddie in color and form and general make-up that it would take a good grower to tell the two apart. I think it will fall down a little in size, but if it will produce, it surely will be a money maker for the carnation growers.

In the next two years we have a number in the rose pink class to work on, and there seems to be no reason why this class cannot be well taken care of now, with varieties that are producing sufficiently to make them better paying sorts than Mrs. C. W. Ward.

---

There has been more said about Natalie than possibly any of the others coming along, except Rosalind. Natalie showed up well in Hartford, proved to be a good keeper, and seems to have a fair chance of being a good commercial sort. Rosalind is a dark Ward in color, very well finished and I believe this sort is also coming out in 1923. Besides these, there is the variety Betty Jane, Valentine, and No. 127 shown by John Stevens, of Independence, Mo. Both Betty Jane and No. 127 are very good keepers, particularly the latter.

---

Mr. A. Jablonsky, of Olivette, Mo., showed Betty Jane and also a variegated variety which looked very promising called Olivette. I believe that No. 127 will not be put on the market until 1924. But these deep colored pink sorts mentioned will bear watching, and it would appear now that there will be very close competition.

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William Sim showed an attractive novelty called Gold Dust. It is somewhat after the style of the old variety Prosperity, being splashed instead of striped, on a white background, and the coloring is a bronzy yellow. It lights up particularly well under artificial light, and I was interested to notice how many of the commercial growers were well taken with this variety. An interesting point as to its parentage is that this is a seedling Matchless on Matchless.

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Another novelty very striking in appearance is Happiness, shown by C. H. Totty Co. This is a striped variegated sort, the background being yellow and the stripes reddish pink. Happiness staged well and is a good keeper, not extra large in size but fully up to the average.

Red Rosalie is a fancy in every sense. The color is very good, and of course the size and form of the flower as well as the stem being fully as good as Rosalia is up to all that one would have a right to expect.

Unfortunately the white variety "Joy" was staged under some handicaps. While it took first award for 100 whites, it was from stock from Nashville, Tenn., over a thousand-mile journey. But it was particularly pleasing to those growers who are buying this sort to see how well it stood up. The blooms from Patten & Co., Tewksbury, Mass., arrived badly frozen.

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Many growers were sorry that there were no blooms of the new rose Angelus exhibited. But a vase of Hill's America was especially good. Another vase of roses which appealed to me was Pilgrim. It was shown in very good shape and the color was also very good. While the quantity of roses shown was not great, one vase after another, right through the lot, in all varieties, was up to top form.

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There is a general feeling of satisfaction in the election of Mr. A. F. J. Baur as president of the Carnation Society. By his faithful service as secretary he has certainly won the honor. It seemed fitting, too, that Mr. Henry W. Shepard should be named as vice-president. He represents Cincinnati, where the next convention will be held. It was something of a problem to choose a new secretary to take Mr. Baur's place, and it was quite an inspiration when Mr. Oliver Steinkamp, Mr. Baur's partner, was hit upon. He is eminently fitted for the position, and will prove a worthy successor for Mr. Baur. Mr. F. E. Dorner was re-elected as treasurer, as a matter of course, and it was entirely fitting that Mr. Peter Fisher should be made a director. New England was further honored by having Mr. Harold Patten, of Tewksbury, named as judge.



**A. F. J. Baur**
Newly Elected President of the American Carnation Society

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The rose grower who can have his plants at this time of year in the condition of the stock in Thomas Roland's Revere, Mass., houses is doing mighty well. All credit is due to Mr. Livermore, the foreman, as his plants are carrying a good crop and appear to have been cutting well through the entire winter. Columbia in the Roland range is particularly good. I don't think I have ever seen it any better. The blooms are of good size and what a heavy crop these benches are carrying!

There is a good crop of Premier also on the plant, but the stem seems to be shorter than in many places, which probably is due to local growing conditions. It is called a paying variety, however, but it is plainly evident that it does not lend so readily to growing conditions there as do such varieties as Columbia, Double White and Ophelia. Several beds of Mrs. Aaron Ward are very fine. Very seldom is this variety seen so good, now-a-days, as I saw it at Revere.

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The Hoffman Nursery Co., of Elmira, N. Y., is working along as fast as weather will permit with the building of an entire new range, and plans to take down the old range, when the land on which the old houses now stand will be turned over for real estate purposes. Heretofore this firm has not gone into rose growing for cut flower purposes, but it is planning this year to house about 5,500 plants, all of which will be of the best commercial varieties, and their stock of carnations is as good as any around that section, carrying good crops, with less than average amount of splits and weak stems.

From my observation I would say that the growing of cut flowers in New York state carries with it more handicaps than through the towns nearer the Atlantic coast from New England down to Philadelphia. Middle and northern New York state certainly has its share of cloudy weather, and growers out in that section deserve all the credit in the world for the quantity and quality of the stock they produce from their glass. Day after day through the entire months of December and January these growers have to fight against cloudy weather and snow, either heavy storms and blizzards or snow squalls.

Some sections report not over ten full clear days for these two months. And I know personally that for three weeks in January there were only three very clear days. In my opinion this is not a section of the country where the ridge and furrow type of houses is to be desired. I believe the grower can very well afford to stand the extra investment and have all the houses separated.

The new Hydrangea Domotoi is being watched carefully by plant growers, and if it comes anywhere near to fulfilling expectations will certainly be a good pot plant variety. From what I have seen of the sort, I would describe it as one very similar to Otaxa in characteristics. It is said to be an easy grower, no more difficult to do well than Otaxa. The flowers are large, well put together and the individual florettes are double. Stock of this variety is now available in quantities.

## PHILIP CARBONE BURIED

The funeral of the late Philip Carbone was held Wednesday, February 1, at Mount Auburn Cemetery, Cambridge, Massachusetts. The service was conducted by Rev. Mr. Kingdon, of Bingham, assisted by Rev. Charles Fleischner. The chapel was filled with a wealth of flowers, including pieces from practically all the prominent florists of Boston, as well as from both markets. Mr. Carbone had long been among the leaders of the florist trade and was 55 years old when he died. He was born in Boston, his father being a veteran of the Garibaldi uprising and his mother a resident of Hull. Mr Carbone was educated at Derby Academy in Hingham, and later studied horticulture at Bussey Institute.

## MARKETS MAY CONSOLIDATE

### Important Changes Contemplated at Winthrop Square, the Center of Boston's Flower Industry.

Some important changes will probably be made in the handling of flowers at Winthrop Square in Boston within the next year. The directors of both markets have voted to consolidate. This vote must be ratified by the membership, but the general opinion seems to be that some such action will be taken. It will not be immediately, however, as the lease on the building where the Flower Market is now located runs for another year. It is possible that this building will be used to house both markets. There is room enough, the directors state, if all of it is utilized, and of course such a move would mean a decided reduction in total expense, unless, as is rumored, a very much higher rent is demanded in case the lease is renewed.

The rumor has been going around that the Boston American was to move out and that the whole building would be converted into offices. The latest report is, however, that the plan has been abandoned because of the high price of labor and the fact that offices are not in as great demand as formerly.

There is a strong feeling that the markets should be moved to some other location, preferably one where rentals are lower. South Boston and Cambridge have been mentioned, although some florists believe that arrangements might be made to locate the markets at Park Square. Eventually, without much question, the association will have a building of its own. There should be no great difficulty in financing such a proposition, considering the volume of business being done, and then quarters could be designed which would be for the best interests of all in the trade, and allow an opportunity to have suitable assembly halls as well as executive offices.

## SILVERMAN IN NEW CORPORATION

Articles of incorporation have been filed in Boston by the Fisher Florist Corporation, with capital stock of $100,000. It is understood that this corporation includes Mr. Fisher, the florist of New London, Ct., and Mr. Silverman, who has long been located on Winter street, Boston. Mr. Silverman recently gave up his Boston location owing to the fact that his lease had run out and the rent jumped to a prohibitive figure. It is reported that a chain of stores will be started by the Fisher Corporation, and that Mr. Silverman will do the buying. Both Mr. Fisher and Mr. Silverman are experienced and capable florists, as well as good business men, and their new venture will be watched with much interest if it turns out to be as reported.

## THE MARKET

While the market has been holding its own reasonably well, a break seems imminent unless there is a storm or other severe weather to reduce the supply. Prices at this writing are satisfactory. Antirrhinums are from one to two dollars a dozen. Calendulas still lack somewhat in size and sell for from twenty-five to seventy-five cents a dozen. Carnations are from six to eight cents for regular stock, with Ward and Laddie ten cents. Bachelor Buttons are two to five cents. Lilies are not selling very briskly at sixteen cents. Lily of the Valley is eight and ten cents. Mignonette is selling at five to twelve cents.

Bulbous stock is in good supply with a fair demand. Tulips are bringing six cents, Jonquils from six to eight and Paper Whites five cents. Violets remain practically unchanged at from 75 cents to $1.50. There are some good pansies at from one to two cents, and fair sweet peas at from one to three. Freesias have improved a little and are selling from four to six cents, with eight cents for extra good stock.

**ATTENTION GROWERS!**

We are handling the unrivaled carnations of W. D. Howard and S. J. Goddard, New England leaders in the business. Now we want consignments from first-class growers of sweet peas, single violets and novelties.

**HERMAN WEISS**
**121 WEST 28th ST., NEW YORK CITY**

# SUCCESSFUL WINDOWS

## Methods Followed by Lane, the Hartford Florist—A Unique Setting

Lane, the florist of Hartford, has won more than a local reputation for the success of his window displays. The one which he was using at the time of the Carnation Society's Convention attracted much attention, and doubtless will be copied in many other places. The principal feature was a large gold frame set at an angle near the rear of the window. This frame contained various pieces of artistic pottery, including flower holders with a few blossoms. These accessories seemed to have been cut in half, and fastened to the black background. As a matter of fact, the material forming the background had been cut away so that the bowls, etc., could be set half way through. Then they were covered at the rear so as not to be visible to people in the store.

A little in advance of the frame was a representation of an artistic palette painted black. Two cat tails took the place of brushes, while the daubs of paint were simulated by carnations of different colors, including one dyed green. A very interesting effect was created by these few articles, and scores of people stopped in front of the window, even though the temperature was down to zero.

Mr. Lane has some very well thought out ideas about window work. While one window may be catching the crowd with some unusual feature of the kind just described, the other window will be filled with pot plants or cut flowers of the kind which the public is most likely to buy. One thing which Mr. Lane tries to avoid is having both his windows very elaborate. He believes that people are often frightened away from a flower store because of the expense indicated by the decorations and the contents of the windows. He wants customers to realize that they can come inside and buy at a reasonable price.

Mr. Lane has been giving considerable attention of late to the subject of price tags. As a rule florists refrain from tagging the articles displayed in their windows. Mr. Lane thinks this may be a mistake, and proposes to find out whether or not it is. In many other lines of business store keepers have found that it is just as advantageous to use price tags in the windows as to quote prices in their newspaper advertisements. People of a retiring disposition dislike to inquire prices, fearing that these prices may be higher than they can afford to pay. If they see something in the window at a price which is not too high, they feel safe in going into the store.

Another point upon which Mr. Lane places emphasis is the necessity of having windows for special occasions considerably in advance. His Mothers' Day windows and his Valentine windows, for example, are made up long before these days arrive. Mr. Lane believes that people are beginning to shop about even when buying flowers and that they will make up their minds what they want several days ahead if they get the right suggestion from a store window display.

The same holds good as regards wedding windows. When he is preparing for June weddings, Mr. Lane stages a wedding window in May. The good judgment of this is plain enough, for without question the orders for wedding flowers are placed well in advance of the event. Mr. Lane says that his policy has been vindicated in his own mind because time and again people have come to him and asked for certain articles which they saw in the window a few weeks previous.

He likes to test out his displays in his own way, and makes a habit of remaining in the store in the evening after all the inside lights are out. The window lights are kept burning as the store is next to a prominent theatre. When the crowds come out, he notes the number of people who stop before the windows and the degree of interest which they show in the displays.

## NATIONAL PUBLICITY COMMITTEE

A meeting of the National Publicity Committee was held at the Greater Bond Hotel, Hartford, Conn., at 2.30 P. M., on Wednesday, January 25th. There were present: Chairman Henry Penn, Boston, Mass.; George Asmus, Chicago, Ill.; J. F. Ammann, Edwardsville, Ill.; President S. S. Pennock, S. A. F. and O. H., Philadelphia, Pa.; Secretary John Young, New York; and Major P. F. O'Keefe, Boston; E. J. Fancourt, Philadelphia, and Wallace R. Pierson, the latter formerly a member of the Committee, all by invitation. Treasurer J. J. Hess, Omaha, Nebraska, was absent through illness, and Mark Mills, Philadelphia, sent regrets at his inability to attend.

Major O'Keefe reviewed the recent advertising of the Committee, and explained the necessity for using small advertisements throughout the series, which was due to the small amount of money available for contracts. He also referred to the controversy to which considerable space had been devoted in "Printer's Ink," in regard to the origin of the slogan, "Say it with Flowers.' While the statements published were wholly incorrect, he considered the matter was good publicity for the slogan. He proposed, he said, to place a page advertisement in that publication at his own expense in refutation of the claims made, and read a letter which he would use as copy, to be signed by him and also by the original members of the Publicity Committee, if no objections were offered by the Committee. There being none, he was given authority to proceed as suggested.

JOHN YOUNG,
Secretary.

## GEORGE H. BEAN

George H. Bean, aged 68, for forty years a florist at Medford Center, Mass., died recently, after an illness of several months. Mr. Bean was well known in Greater Boston, both among the florists and the Odd Fellows. He is survived by a widow.

Prof. John E. Hill, of Brown, has been elected president of the Rhode Island State Horticultural Society.

**BROOKLINE GREENHOUSES**
**FOR SALE**
**BUSINESS OPPORTUNITY Quinn The Florist**

Having operated these hothouses for many years and having a well-known reputation throughout this part of the country, desires to take in a partner with small amount of capital to invest in the business, or to sell outright his estate, which consists of 55,000 ft. of land on Chestnut St., containing two hothouses 120 ft. long each. They are equipped as a going concern and are doing business daily. The dwelling contains 11 rooms, hardwood floors, electric lights, open plumbing, gas and coal ranges, gas hot water heater, etc. This is an exceptional opportunity for a florist to acquire a long established business capable of indefinite expansion, with the owner willing to stay as a partner or long enough to introduce the new owner to his clientele and give any other possible help. Apply to NEW ENGLAND REAL ESTATE EXCHANGE, 1015 Tremont Bldg., Boston. Tel. Hay. 4388-4389.

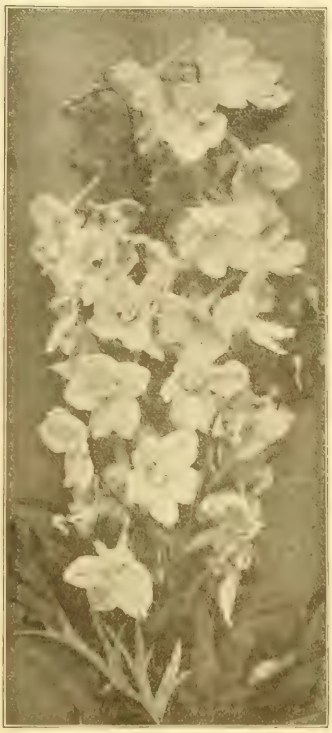
# DREER'S SELECT

## Hardy Perennial Flower Seeds

Old-fashioned Hardy Flowers are now very popular and many of them are easily raised from seed. Our list is the finest and most select offered in this country. We offer below a few of the leading sorts; for complete list see our Spring Catalogues now ready.

| | Tr. Pkt. | Oz. |
|---|---|---|
| **Achillea The Pearl.** Double white | $0.50 | $4.00 |
| **Anchusa Italica Dropmore Variety.** Rich gentian blue | .20 | .75 |
| **Aquilegia Long Spurred Hybrids.** Choicest Mixed | .30 | 1.50 |
| **Campanula pyramidalis blue.** (Chimney Bellflower) | .25 | 1.00 |
| **Centaurea Montana blue** (Perennial Cornflower) | .20 | .70 |
| **Chrysanthemum Shasta Daisy Alaska.** The finest of all | .40 | 2.00 |
| **Coreopsis lanceolata grandiflora.** An extra fine strain | .10 | .25 |
| **Delphinium Belladonna.** Light turquoise blue. Extra fine | .50 | 2.50 |
| **Delphinium Gold Medal Hybrids.** The finest stain of mixed Hybrids | .25 | 1.00 |
| **Dianthus Latifolius Atrococcineus fl. pl.** Rich crimson scarlet | .25 | 1.00 |
| **Dianthus Plumarius Double.** Choice Mixed | .25 | 1.00 |
| **Dianthus Plumarius Single** (Hardy Garden Pink) mixed | .20 | .60 |
| **Digitalis Gloxiniaeflora Mixed** (Spotted Foxglove) | .15 | .50 |
| **Gaillardia Grandiflora Superb Mixed.** A fine perennial | .15 | .40 |
| **Gypsophila Paniculata** (Baby's Breath) | .15 | .40 |
| **Helenium Riverton Gem.** Wallflower red. | .25 | 1.00 |
| **Helianthemum mutabile** (Rock Rose) Splendid mixed | .15 | .50 |
| **Heliopsis Pitcheriana** (Orange Sunflower) | .15 | .50 |
| **Hibiscus New Giant Mixed** | .10 | .30 |
| **Hollyhock Double Newport Pink** | .30 | 1.50 |
| **Lathyrus Latifolius White Pearl** (Everlasting Pea) | .30 | 1.50 |
| **Lathyrus Latifolius Pink Beauty** (Everlasting Pea) | .20 | .75 |
| **Platycodon Grandiflorum Blue** | .25 | 1.00 |
| **Poppy Orientale, Scarlet** | .20 | .60 |
| **Pyrethrum hybridum.** Single Mixed | .30 | 1.25 |
| **Pyrethrum hybridum.** Double Mixed | 1.00 | 5.00 |
| **Statice Latifolia** (Sea Lavender) | .30 | 1.25 |
| **Stokesia Cyanea blue** (Cornflower Aster) | .25 | 1.00 |
| **Sweet William Scarlet Beauty.** Intense bright scarlet | .25 | 1.00 |
| **Sweet William Single Mixed.** Choice strain | .10 | .30 |
| **Sweet William Double Mixed.** Choice strain | .20 | .60 |
| **Thalictrum Adiantifolium,** White | .20 | .75 |
| **Thalictrum Aquilegiaefolium.** Rosy purple | .25 | 1.00 |

Henry A. Dreer 714-716 Chestnut Street PHILDELPHIA, PA.



DELPHINIUM BELLADONNA
(Everblooming Hardy Larkspur)


### MR. HOYT'S METHODS

#### How He Handles the Transplanting of Large Trees

Mr. Stephen Hoyt of New Canaan, Conn., had an album and photographs with him at the Nurserymen's Convention in Boston showing some of the work done by him in transplanting large trees. Other nurserymen were much interested in his methods and his pictures. Mr. Hoyt also appeared before the students of the nursery course at Massachusetts Agricultural College on January 17th and discussed his system.

This is a line in which Mr. Hoyt's nurseries have specialized for a number of years. Mr. Hoyt explained that small trees are usually handled with canvas, while the larger ones are dug and transported without burlaping but with large balls of earth. Mr. Hoyt prefers to do this work during the spring months, but has accomplished many successful removals during the fall months and even during the summer when trees were in foliage. This sort of transplanting is more successful with deciduous species. Mr. Hoyt does not recommend the transplanting of very large evergreens and prefers the early spring months for that work.

The Pin Oak can be transplanted very successfully though the Red Oak is hard to handle, and the White Oak difficult also. The Beech transplants well, contrary to a common belief. The Dogwood also transplants well.

After-care during the first two years after transplanting is exceedingly important. Most of the losses in transplanting trees are due to negligence at this time, especially during the second year. Newly transplanted large trees should be handled, watered and fed like potted plants. All transplanted trees should be headed back and thinned out at the time of transplanting in order to bring the tops into balance with the roots.

Work of this kind is very expensive and liberal charges must be made or business will show a loss at the end of the year. The usual price for transplanting large trees is from $100 up. When trees are guaranteed to live, fifty per cent should be added to the charge.

### DONALD WYMAN NOW A PARTNER

Mr. Donald Wyman, son of W. H. Wyman, proprietor of the Bay State Nurseries, of North Abington, Mass., has purchased a half interest in the business. For several years the younger Mr. Wyman has had a very active part in the conduct of the business. The elder Mr. Wyman has just gone south for a six weeks' trip.

### IRIS CHECK LIST OUT

The Iris Check List prepared by the nomenclature committee has now been issued. It is really a section from the new Catalogue of Standard Plant Names, and is issued in advance of that book. The check list is edited by John C. Wister, president of the American Iris Society, and should be a great help to Iris growers.

# —HORTICULTURE—

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**SAYS SAM: Tell me what your family does after supper and I'll tell you where your boys and girls are.**

**On To Indianapolis.** It is a pity that the National Flower Show could not be held at Cleveland, as was originally intended, and as the florists of the country expected it would be up to a very late day. If the fact had become apparent some months ago that the Mayor's objections would make it impossible to secure the new Cleveland Auditorium, very likely arrangements would have been put through to postpone the show for another year. As it is, some of the leading florists of the country believe that this would be the best move. The general opinion is, however, that because of the late date and the fact that arrangements have been so nearly completed, it is wisest to transfer the show to Indianapolis.

One thing is certain. Indianapolis is in a position to stage the show well and to care for the visitors. It has long been prominent as a convention city. Its hotels are first class, and its florists are as warm hearted and enterprising a lot of men as can be found anywhere. There is every reason to believe that the Indianapolis show will be as great an event as it was expected the Cleveland show would be. To be sure Indianapolis is a few hours further from the east, but, on the other hand, it is a few hours nearer the west. The change in location should make but little real difference to florists in other sections. It will, of course, make a great difference to the residents of Cleveland. They are the ones who are to be commiserated with. They have been looking forward for many months with the greatest of interest and pleasure to the National Show, and are keenly disappointed to have it snatched away from them.

Naturally, too, the florists of Cleveland are both chagrined and disappointed. It is a pity that their months of hard work should go for nothing. We can be sure, though, that they will be as keen as anyone to make the Indianapolis show a success, and give every assistance possible to their Indianapolis brothers. Perhaps the trade can make up to Cleveland in the future what it has lost this year. In the meantime it is up to everybody to abide by the new arrangements cheerfully and to revise their plans speedily. "On to Indianapolis" will be the slogan from now until March 25, when the show begins.

**Cheap Competition.** There are those who do not agree with the statement made at the convention of the New England Nurserymen to the effect that the selling of rose bushes and other shrubs through the department stores is highly detrimental to the trade. It may be true, and doubtless is, that in some instances growers have turned down orders from other nurserymen in order to supply department stores, although it is difficult to understand the reason why, because the price paid by these stores must necessarily be very low, much lower, probably, than prices prevailing in the trade.

It is very likely, though, that the stock sold to department stores is not stock which the grower would care to put into the hands of other nurserymen. One other point is to be considered, too. Such sales are likely to be brought about because some grower has on hand a very large surplus of some particular variety. If he can unload this variety through one deal, it facilitates his business and fattens his pocketbook because the total amount is likely to be a pretty large one, with very prompt payment.

Now at first thought it would seem that the public as a result of buying such plants in the department stores at a low price would be led to complain of the prices found in nurserymen's catalogues. As a rule this doesn't prove to be the fact, and for a very good reason. In a great many cases, if reports are true, the plants are given a variety of standard names, although they all have come from one lot. Consequently it makes no difference whether the purchaser asks for Ophelia or General Jacquiminot or Killarney or something else. She gets a plant just like her neighbor who carries home a rose bush labeled with some other tag. Now the public doesn't like this sort of thing, and also finds that many department store roses die because of being poorly handled after being dug. Sometimes, too, they are found to be budded very high, another disadvantage.

In any event, after one or two experiences with department store stuff, the everage purchaser is glad to turn to reputable nurserymen and to buy what is offered in the catalogues. It is obvious that no store selling for a lower price than that which prevails in the trade can offer equally good material, so packed and handled that they can stand behind it. It must take its place as second-rate stuff, and in the end the nurseryman whose business is done in a conscientious way will profit rather than suffer with such competition.

# GRAFTED ROSES

Once again we remind you that we are grafting Roses. We have a big lot of very fine Manetti and can take care of your requirements.

PREMIER — MRS. AARON WARD
COLUMBIA — MILADY
BUTTERFLY — FRANCIS SCOTT KEY
DBL. WHITE KILLARNEY

are the big sellers of the year. **We have them!**
Let us hear from you!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


# VALENTINE DAY BUSINESS

## Various Ways in Which Buyers Have Been Attracted in Different Cities

It is difficult to find any new way of exploiting Valentine Day. Apparently there are no new ways in which flowers can be put up to create a valentine effect. To a very large extent heart shaped boxes are depended upon. For the most part they are simple boxes in bright colors, but some florists also use much more elaborate boxes. Penn, of Boston, has been showing some remarkably attractive boxes this year, covered with satin and hand painted.

There are differences of opinion in regard to the use of boxes. Max Schling, of New York, deprecates handling any but the simplest kinds. He is quoted as follows: "Many use fancy baskets or hampers or some kind of boxes, the price of which is out of proportion to the flowers used in them. This is a detriment to the flower business. Why? Because to be able to sell these fancy boxes the florist must say that they can be used as sewing baskets or jewelry baskets afterwards. Then they put in a bunch of violets and call it a wonderful gift. After two or three days the flowers have gone and the box has disappeared. The recipient is likely to say that the color did not exactly fit in her room, and so she gave it to the maid. Then this customer never comes back to the same place for valentines, and he is lost to the florist business and becomes a candy customer." That, of course, is one point of view.

As a matter of fact, more can be done with ribbons and baskets than is commonly realized. Oftentimes they replace the heart boxes to good advantage, especially when made up with ribbons decorated with hearts in colors and embellished with cupid ornaments. Almost any basket and any kind of flowers can be made available with such decorations.

A department store in the west has hit upon a very novel advertising scheme. They get out what they call valentines for busy men, and cards advertising these valentines are distributed by means of notes in hundreds of down town offices. These cards say that upon receipt of a telephone call or written instructions a valentine package of flowers or candy, wrapped and ready to pop right into the pocket, will be delivered at the shop or office. This idea appeals to hundreds of suburbanites and to many others who dislike personal shopping. It is a plan that florists might readily adopt. This same concern obtains additional advertising by means of a St. Valentine delivery car, which is a motor cycle having a side car attachment. The outfit is painted a bright red, while a cupid with a big red bow perches on the handle bars. The side car bears the canvas sign: "St. Valentine Special Delivery" with the name of the store. This is another novel idea well worth copying.




To The Trade—
Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thos. F. Galvin, Junior**
226 DEVONSHIRE STREET
BOSTON, MASS.

**Choice Orchids**
**HYBRIDS**
Laelia-Cattleyas, Brasso-Cattleyas, etc.
**G. E. BALDWIN & CO.**
Mamaroneck, N. Y.



**BECOME A LANDSCAPE ARCHITECT**
Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money making and big fees. $5000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1906. Write for information; it will open your eyes. Do it today.
American Landscape School, 14-B Newark, New York

# GILLETTE NAMED PRESIDENT

## Convention of New England Nurserymen's Association —Important Matters Considered

Kenneth E. Gillette, of Southwick, Mass., was elected president of the New England Nurserymen's Association at its annual convention at the American House Tuesday and Wednesday of last week. The other officers elected were as follows: Vice-president, James A. Tufts, Jr., Exeter, N. H.; secretary, Donald D. Wyman, North Abington; treasurer, John R. Barnes, Yalesville, Ct.; executive committee, officers and Leonard N. Rose of Taunton, W. E. Campbell of New Haven, C. H. Greaton of Providence.

The convention was an unusually successful one, many interesting matters being brought up for discussion. There being no president, owing to the death of John K. M. L. Farquhar, and the resignation of Mr. Ernest F. Coe, Secretary Sheldon A. Robinson called the convention to order. Mr. W. G. Wyman, of Littlefield & Wyman, North Abington, was chosen temporary chairman.

There was much interest in the report of Richard Wyman, of Framingham, who is chairman of the committee on education, in regard to the short course in nursery practice at the Massachusetts Agricultural College. The course which is now being given at the college is the first of the kind attempted anywhere in the United States. It probably will be continued next year, and is likely to be enlarged to a two-year course in the near future. The association voted to stand behind the plan and to contribute $100.00 for the expenses of the speakers, nurserymen from various parts of New England going to Amherst to talk before the students.

Several members of the association have boys of their own who are taking the course, and several others have employees at the college.

The report of the secretary showed a membership of 73. During the past year there were two deaths and one member was dropped. Three new members were admitted. They were F. W. Smythe, Newport Nurseries, Newport, R. I., R. F. Cross, of Osterville, Mass., and the Brainerd Nursery and Seed Co., of Thompsonville, Ct. Gustav Thommen was made an honorary member.

Mr. C. H. Greaton, of Providence, a member of the vigilance committee, condemned the sale of nursery stock to ten-cent stores and department stores, saying this was to the detriment of the trade, especially as these stores were often quoted a price less than that which the trade was called upon to pay. He also criticized the careless labeling of stock, and the use of nails instead of twine in packing stock, particularly evergreens.



**Donald Wyman**
New Secretary of the New England Nurserymen's Association

He said that more care should be taken to ascertain the reliability of small dealers, and said that the members should post each other in regard to unreliable parties. He declared that some nurserymen catered to private gardeners to such an extent as to pay them to buy their goods, a practice which he severely condemned.

Mr. James Wheeler told about the plan which the florists were adopting to create a greater demand through united advertising, and believed the nurserymen could follow suit.

Paul V. Fortmiller, of Jackson & Perkins, Newark, N. Y., brought greetings from the Eastern Nurserymen's Association, which was in convention at Trenton, N. J., the previous week.

Prof. E. K. Thomas, of Providence, R. I., was introduced. He presented Mr. Greaton with a gold medal which had been awarded him by the Rhode Island Horticultural Society.

A. W. Lombard, of the Massachusetts Department of Agriculture, spoke of the advertising value of public exhibitions, and mentioned in particular the rose exhibits of Thomas Roland and the Breck-Robinson Co. in Boston last year.

Tuesday evening an enjoyable banquet was held, followed by an entertainment, the business sessions being resumed the following morning, when Christian Vander Voet spoke on "Who is an Arboriculturist?" Mr. Vander Voet's paper had many original thoughts, and was heard with much interest.

Mr. W. N. Craig then began a discussion of Quarantine 37 from the viewpoint of the private gardener. Mr. Craig declared that the amateur gardeners of the country must be reckoned with and that they were strong against the embargo because it kept out many of the novelties which they wished to grow, but which commercial growers might not care to bother with.

Mr. Craig spoke particularly of the unreasonableness of barring out orchids which could be grown only in greenhouses and were never known to harbor any pests except those to which orchids were subject. He said the Horticultural Board at Washington showed remarkable ignorance in declaring that orchids could be propagated readily in this country, when, as a matter of fact, it took from three and a half to ten years to flower them. He was very severe in his criticism of the newly appointed horticultural advisor to the Board, saying that he was not qualified to represent the horticulturists of the country.

Mr. Craig also criticized the sending of representatives from Washington to inspect orchids in a house near Boston only a few weeks after they had been received and had gone through the necessary inspection. He then turned to bulbs, and said that California grown iris had not proved a success in the east. Very few flowers could be obtained from hundreds of plants. He declared that it was a good thing that the country had been taught to propagate more extensively, and did not advocate throwing down the bars without discrimination. He said we did not need the cheap Holland stuff, but unfortunately we had few carefully trained propagators in America.

Mr. Craig then aroused considerable interest by saying that he challenged the Horticultural Board to tell how many permits for bringing in excluded material had been issued, and how many of them had been used. He declared that they were hedged



FANCY DAGGER FERNS

A No. 1 Quality, $2.50 per 1000

HENRY M. ROBINSON & CO., Inc.

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Boston, Mass.

around with so many restrictions that oftentimes no use was made of them after they had been obtained.

Mr. Harlan P. Kelsey agreed with Mr. Craig's remarks in regard to the issuance of permits, and declared that the Board should tell the number given out and to whom they were issued. He charged that some nurserymen had been unable to get even a few desired plants of certain kinds, while other nurserymen had been allowed to import the same plants in large numbers. He said that if the permits and the amount of material brought in should be published, the country would stand aghast.

Mr. Dexter M. Rogers, Boston representative of the Federal Horticultural Board, replied to some of Mr. Craig's statements, and a warm exchange of remarks followed, although everything was taken in good part and at the end of the discussion Mr. Craig and Mr. Rogers stepped to the front of the room and shook hands. Mr. Donald Wyman and several other nurserymen expressed the belief that shipments should be inspected at the port of entry.

At the afternoon session the second day Dr. J. K. Shaw of the Massachusetts Agricultural College presented his method of identification of apple tree stock in the nursery row long before it has arrived at the bearing stage. He illustrated his talk by means of many skilfully prepared lantern slides.

W. E. Campbell of New Haven, E. H. Breed of Clinton and H. P. Kelsey of Salem spoke of the necessity for extending the right of patenting to the producers of new varieties of plant growth. It was brought out that the development of long-staple cotton by a Texan had brought $40,000,000 additional into the state the second year after the discovery, but that the planter who had developed the plant did not receive a dollar of it. It was voted to undertake an investigation to determine what protection ought to be given to those who devise horticultural improvements.

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BUT WILL SOON SAY

WE HAD IT

Anything from AMPELOPSIS VEITCHII SEEDLINGS to 15-ft. NORWAY MAPLES

Including full line of

FRUIT TREES
ORNAMENTALS
HEDGE PLANTS
SHRUBS
VINES
ROSES
SMALL FRUITS
RHUBARB
FRENCH FRUIT STOCK
FRENCH MANETTI

and many other items

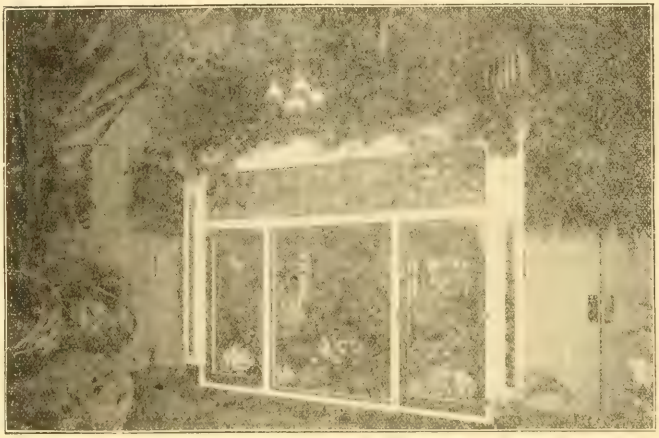
Sold close on BARBERRY THUNBERGII and MULTIFLORA JAPONICA ROSE SEEDLINGS.

Send us your want list.

Ask for our wholesale bulletin.

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MANCHESTER CONN.



*Valentine Orders*

# *FOR KANSAS CITY*

AND ALL POINTS WITHIN
REASONABLE DISTANCE

*Florists' Telegraph Delivery Service*

ALWAYS PROMPT AND RELIABLE

# *SAMUEL MURRAY*

1017 Grand Avenue, Kansas City, Mo.

# THE WORLD'S BEST CANNAS

**THE BEST VARIETIES FROM ALL SOURCES, FOREIGN AND AMERICAN INTRODUCTIONS**

The best quality of roots, both as to vitality and size of divisions. **Every order filled with fresh cut roots which must not be confused with roots cut, packed and stored months before delivered to you.** They cost a trifle more but are worth considerably more. Every 100 roots we supply will, with reasonable treatment, produce 200 or more pot plants.

The subjoined list contains the names of free, large flowering, vigorous growers, any of which will please you and your customers. Order now and say when you want them shipped to you.

**Price $5.00 per 100, $40.00 per 1,000; except where otherwise noted.**

**BEACON**—Free flowering dwarf, bright red.

**CHEERFULNESS.**— Beautiful variegated orange and scarlet with golden border. The florets are medium sized, but very freely produced.

**CITY OF PORTLAND.**—A wonderfully attractive rose-pink. Excellent upright habit and free flowering. $15.00 per 100, $125.00 per 1000.

**DR. E. ACKERKNECHT.**—The bronze foliage blends pleasingly with the carmine rose trusses. Vigorous and free.

**DUKE OF MARLBORO.**—An old favorite with deep crimson flowers.

**EUREKA.**—The best white Canna. A very strong grower blooming freely. The flowers are large and become pure white in the full sun. $8.00 per 100, $75.00 per 1000.

**FANAL.**—Exceedingly free flowering, deep bright red. A most effective bedder.

**FELKERMEER.**—Another excellent old sort with a profusion of dazzling orange-scarlet flowers.

**GAIETY.**—Wonderfully effective. Deep orange suffused with scarlet and bordered with yellow. A brilliant bedder.

**GOLDEN GATE.**—Vigorous and free. A unique combination of yellow and golden shades, blending into rose as the flower matures. $6.00 per 100, $50.00 per 1000.

**KING HUMBERT.**—The most popular Canna of this generation. The large orange-scarlet flowers, and particularly the very deep bronze foliage make it one of the most useful.

**LOUIS BEVERCHON.**—The flowers are brighter and more freely produced than on King Humbert, while the foliage is a greenish bronze.

**MRS. ALFRED CONARD.**—Magnificent trusses of large salmon-pink flowers. Unique and very ornamental. The stock of this variety is very scarce. We have a limited quantity and advise early ordering. $15.00 per 100.

**MRS. KARL KELSEY.**—A tall, majestic vigorous grower surmounted by great trusses of large orchid type flowers. Orange-scarlet, streaked and mottled with rose.

**RICHARD WALLACE.**—A well known pure yellow.

**THE GEM.**—A seedling of Hungaria, more vigorous, with a profusion of large cream-colored flowers dotted with carmine. Very unusual and attractive. $7.00 per 100, $60.00 per 1000.

**THE PRESIDENT.**—The greatest red Canna in commerce. Very heavy, vigorous growths surmounted by great trusses of immense florets of bright scarlet. We heartily endorse this as the greatest Canna introduction of recent years. $8.00 per 100, $75.00 per 1000.

**WYOMING.**—We know of no other Canna as effective as this for large plantings. A giant in growth. Extremely vigorous with its deep bronze foliage as an ideal background for large bright orange-colored flowers of the orchid type. It makes an ideal subject.

**YELLOW KING HUMBERT.**—A sport from King Humbert to which it occasionally reverts. Green foliage with yellow flowers, dotted with scarlet. $8.00 per 100, $75.00 per 1000.

We have good stocks of many other varieties, prices on which will be quoted on application. Order now for delivery in February and March.

**HENRY A. DREER**

**714-716 CHESTNUT STREET PHILADELPHIA, PA.**

THESE PRICES ARE INTENDED FOR THE TRADE ONLY


# BOSTON FLORISTS' ALLIANCE

## Growers and Retailers Signing Up --- Carl Becker Acting As Secretary

Excellent progress is being made in the development of the newly formed Alliance between the Growers' Association and the Retail Florists of Greater Boston. The executive committee which will have full charge of the Alliance affairs is as follows:

Representing the Growers' Association, Allan Peirce, Thomas Roland and W. C. Stickell.

Representing the New England Retailers' Association, Charles F. Boyle, John O'Brien and Carl Becker.

The wholesalers are to be represented only through the retailers, so that, as finally agreed upon, the executive committee will have but six members. For the time being Mr. Becker is acting as secretary, but a permanent secretary to be paid by the Alliance and probably a man outside the trade is to be chosen. Thomas Roland has been elected treasurer.

Just where the permanent office of the Alliance will be located has not yet been decided. Probably it will be at the wholesale market in Winthrop Square for the present. The Alliance starts off with rosy prospects. It is said that 75 per cent of the growers in Greater Boston are represented. There are fifty-six members of the New England Retailers' Association, all of whom are in the Alliance, and many others outside have signified their intention of coming in. Without much question practically all the retailers in the Greater Boston district will be included.



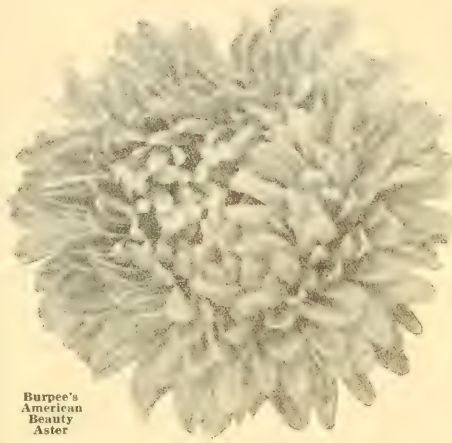
**Allan Peirce**

Active in Promoting the Florists' Alliance

At the dinner held at the City Club on the evening of Saturday, January 28, sixty signatures were received, which gave the Alliance a good start. This dinner was one of the most largely attended and enthusiastic get-together affairs ever held in Boston. All branches of the trade were represented, and several visitors were present, including George Asmus, of Chicago, Fred Ammann, of Edwardsville, Ind., A. F. J. Baur, of Indianapolis, the newly elected president of the American Carnation Society, Mr. A. M. Campbell, president of the Philadelphia Florists' Club, John Hartje of Indianapolis, Charles Johnson of Olivette, Mo., and E. M. Knockam, of Buffalo, secretary of the Western New York Flower Growers' Association.

Messrs. Asmus and Ammann were

# Burpee's Asters



Burpee's American Beauty Aster

The Burpee Beauty Asters are of inestimable value for cut-flowers. The individual blooms measure 4 to 5 inches across and are carried on long strong stems. This distinct type of Asters was first introduced by Burpee. They bloom after the Late Branching Asters have finished blooming and before the early Chrysanthemums have come into the market. The early kinds come into bloom almost as soon as the Royal Asters and produce flowers for a long time.

**American Beauty.** The large flowers are a bright rosy carmine, the shade of the world-famous American Beauty Rose. Pkt. 10 cts.; ¼ oz. 45 cts.; oz. $1.60; ¼ lb. $4.80.

**Purple Beauty.** Wonderful rich purple flowers of unusual size and graceful form. Pkt. 10 cts.; ¼ oz. 45 cts.; oz. $1.60; ¼ lb. $4.80.

**Lavender Beauty.** The large, well-displayed flowers are a clear lavender. Pkt. 15 cts.; ¼ oz. 60 cts.; oz. $2.20; ¼ lb. $6.60.

**September Beauty.** Delicate, soft shell pink. A beautiful and rare color. Pkt. 15 cts.; ¼ oz. 60 cts.; oz. $2.20; ¼ lb. $6.60.

**Crimson Beauty.** A very bright rich crimson. Fully double and extremely large. Pkt. 25 cts.; ¼ oz. $1.25; oz. $4.00.

**White Beauty.** The flowers are fully double and of magnificent size. A pure white in color. Pkt. 25 cts.; ¼ oz. $1.25; oz. $4.00.

**Early Carmine-Rose.** Rich carmine-rose. Flowers very double, and lasting well in water. Pkt. 25 cts.; ¼ oz. $1.25; oz. $4.00.

**Early Shell-Pink.** A delicate yet rich shade of shell-pink. Pkt. 25 cts.; ¼ oz. $1.25; oz. $4.00.

**Early Purple.** A rich and impressive color which goes well with the massiveness of the large flowers. Pkt. 25 cts.; ¼ oz. $1.25; oz. $4.00.

*Write or wire for prices on all other varieties of flower seeds*

**BURPEE'S ANNUAL** is The Leading American Seed Catalog which fully describes the Burpee Quality Seeds. Every grower should have Burpee's Annual as a reference book. It will be mailed to you free. Write for your Annual today.

**W. ATLEE BURPEE CO.** Seed Growers **Philadelphia**


the principal speakers, and aroused much enthusiasm by their remarks. Mr. Asmus said in part:

"Do you believe in advertising? Be sure of that at the beginning. Then go after your share of the business. People can spend their dollars only once.

"The percentage method which you are considering here has proved a great success in Chicago. We have practically taken the glut out of the Chicago market. As you all know, the quantity of flowers is much greater at some times than others. There are seasons when hundreds of small growers send in blooms and flood the market. You must let people know when such conditions prevail. You must tell them when there is a big drop in prices. If you do you will start them buying. If you don't tell them, how are they to know?

"In Chicago we borrowed $9,000 from the bank on a note to put our first big campaign over. Then we found that the public was pleased because we had told them that flowers could be bought again at a reasonable price. We adopted the Milwaukee plan by which the retailers paid one per cent on the amount of all purchases, while the growers also paid one per cent on the sales.

"This is an extremely small proportion when the amount of the extra business obtained is considered. It is an accepted fact that retailers should spend four per cent of their income for advertising. This is the smallest amount they should spend. One per cent for the association leaves three per cent to be used individually. How little this is! When I find a man so small that he won't give a cent on a dollar, he is usually so small that you can't see him behind the cent. Remember that people in other trades are trying to steal our slogan. We must spend money to keep it where it belongs.

"We must have an education campaign for the florists. In some cases we must teach florists business ethics. It is no use to have an advertising campaign unless we follow it up in our store work. If you advertise a thing and don't keep faith with the public, your ad is wasted.

"Work together. Do not think of each other as competitors, but as co-operators. Co-operation is the spirit of the day. Take advantage of every big event. Be part and body of all the big things that transpire in your town. Begin to think in the future

The benefit of HAIL INSURANCE was forcibly illustrated by a number of violent hail storms in New England last year.

Be wise and send to **John G. Esler, Sec'y of Florists' Hail Association, Saddle River, N. J.**, for Hail Insurance literature.

**DO IT NOW.**

from tonight on. Forget the past and drop your grouches.

"Some florists have objected to a plan like the one discussed, saying 'We don't want everybody to know our affairs.' There's no need to worry about that. Get an outside man for your secretary. He is the only one who will have access to the records. Under our constitution we have the right to investigate if we think a man is not paying his lawful proportion, but there never has been any occasion to use this right, and probably never will be."

At the close of his talk Mr. Asmus was asked many questions. Some of them were as follows:

Question: What about artificial flowers?

Reply: If you can't convince the public by advertising that natural flowers are better than artificial flowers, you had better give up. Show the superiority of natural flowers and the public will believe you.

Question: Do all your retailers buy in Chicago?

Reply: The greater part of them do.

Question: How about high prices on Mothers' Day?

Reply: A reasonable advance is always justified when there are heavy demands. Your advertisement should cover that. Don't try to make too much profit on such occasions, however. Keep the public in your confidence. Tell them in your advertising why flowers are higher or cheaper.

## BOSTON BOX COMPANY MOVES

The Boston Box Company, Inc., which makes boxes for florists, has moved from Hawkins street, Boston, where it has been located for some time, to 65 Clinton street, Malden, where the company has larger quarters and more complete facilities for its business.

## ANDREW CHRISTENSEN TO BUILD

It is understood that Andrew Christensen, the well known grower, is planning to build two new greenhouses at Reading, Mass., on land he has purchased near the station. They will be of the modern, display type and contain an attractive show room. Mr. Christensen has also bought fifteen acres of land in another section of Reading, where he contemplates establishing a nursery.

Daniel E. Nelson is putting up a building at Hyannis, Mass., which he will use as a flower shop.


# CARNATION CUTTINGS

NEW AND STANDARD VARIETIES—FOR IMMEDIATE AND LATER DELIVERY

## NOVELTIES AND SPECIALTIES

| | 100 | 1000 |
|---|---|---|
| Thomas C. Joy, best white | $12.00 | $100.00 |
| Maine Sunshine, yellow | 15.00 | 120.00 |
| Lassie, cerise, better than Ward | 12.00 | 100.00 |
| White Delight, pure white | 12.00 | 100.00 |
| Red Head, finest red | 12.00 | 100.00 |
| Pink Delight | 7.00 | 65.00 |
| Morning Glow, pink | 6.00 | 50.00 |
| Morning Glow, pink | 6.00 | 50.00 |
| Enchantress Supreme | 7.00 | 60.00 |
| Rose Pink Enchantress | 6.00 | 50.00 |
| Mrs. C. W. Ward | 6.00 | 50.00 |
| Pink Enchantress | 5.00 | 45.00 |
| Hope Henshaw | 9.00 | 80.00 |

| RED | 100 | 1000 |
|---|---|---|
| Belle Washburn | $6.00 | $50.00 |
| Aviator | 6.00 | 50.00 |
| Beacon | 5.00 | 45.00 |
| Red Rosalia | 12.00 | 100.00 |
| Nebraska | 6.00 | 50.00 |
| Red Matchless | 12.00 | 100.00 |
| Harvester, pure white | 10.00 | 90.00 |
| The Lark, variegated | 15.00 | 125.00 |
| Valentine, deep rose pink | 15.00 | 120.00 |
| Laddie | 12.00 | 110.00 |
| WHITE | | |
| Crystal White | 6.00 | 50.00 |
| White Enchantress | 6.00 | 50.00 |
| White Benora | 6.00 | 50.00 |
| White Perfection | 5.00 | 45.00 |
| Matchless | 5.00 | 40.00 |
| White Wonder | 6.00 | 50.00 |
| VARIEGATED | | |
| Benora | 6.00 | 50.00 |

## NEW GERANIUMS

**Mrs. George E. Buxton.** Has every indication of being the best commercial double Geranium in the market. Very strong grower, producing exceptionally large trusses. A most beautiful shade of Bridesmaid Pink. Equally good for pots or bedding. Rooted cuttings, $15.00 per 100, $125 per 1000.

**Elmira.** Color of the rose Premier. Produces large truss and has every appearance of a good commercial variety. 2-inch pots, $15.00 per 100, $125 per 1000.

## REX BEGONIAS

2¼-in. pots

All the best varieties, mixed

$14.00 per 100. $125.00 per 1000

4-in., extra good, $60.00 per 100

## Cyclamen Seedlings

3 to 5 leaves.

| | |
|---|---|
| Best red, very fine | German Strain |
| Glory of Wandsbek | Wonder of Wandsbek |
| Perle of Zellendorf | Bright Pink |
| Rose of Zellendorf | White with Eye |
| | Bright Red |
| | American Strain |
| Wandsbek Salmon | Dark Blood Red |
| Salmon Cerise | Christmas Cheer |
| Rose of Marienthal | Lilac |
| Pride of Cincinnati | Pure Rose |
| Bright Red | Giganteum Lavender |
| Vine Red | Day Break |
| Defiance | White, Pink Eye |
| Dark Salmon | Pure White |

$50.00 per 1000

Ready January and February.

Order early and get big plants for next Xmas

## DAISIES

| | 100 | 1000 |
|---|---|---|
| Boston Yellow, 2¼-in. | $7.00 | $60.00 |
| White Marguerites, extra strong, 2½-in. | 6.00 | 50.00 |
| Mrs. Sander, 2-in. | 6.00 | 50.00 |

Limited quantity.

OUR COMPLETE PRICE LIST IS WORTH HAVING. SEND FOR A COPY. GET IN TOUCH WITH US ON THE NEWER AND BETTER CHRYSANTHEMUMS

**C. U. LIGGIT** *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE:
15 CEDAR ST., WATERTOWN, MASS.
L. J. REUTER IN CHARGE

PHILADELPHIA

# Ferns Ferns Ferns

**NEPHROLEPIS MACAWII (new)**

Beautiful, dwarf, compact plants

5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

**NEPHROLEPIS EXALTA BOSTONIENSIS**
**(Boston Sword Fern)**

**NEPHROLEPIS WHITMANI**

**NEPHROLEPIS VERONA**

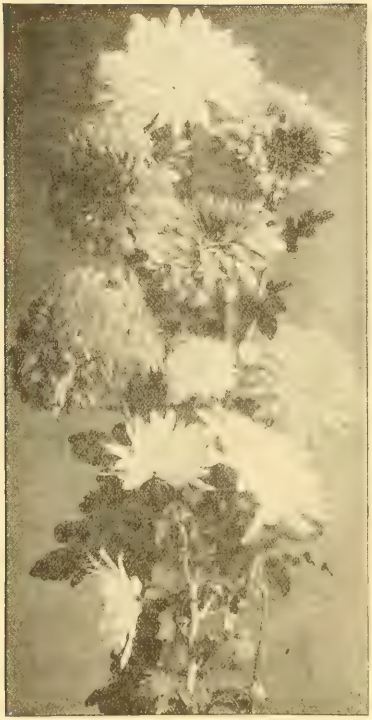
**NEPHROLEPIS ROOSEVELT**

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

**Write For Florists' Prices**

# R. & J. Farquhar Company

**6 South Market Street, Boston, Mass.**



# POMPON CHRYSANTHEMUMS

A selection of varieties made after extensive trials, with a view of selecting the best for outdoor cultivation, for which purpose we recommend every variety offered.

Prices, except where otherwise noted: 85 cts. per doz.; $6.00 per 100; $55.00 per 1000.

**A. Barham.** Early, aster-flowered bronze.
**Adironda.** Early, aster-flowered golden bronze.
**Anna L. Moran.** Midseason, large button, orange-scarlet, $2.00 per doz.; $15.00 per 100.
**Autumn Glow.** Aster-flowered, deep carmine-rose.
**Bright Eyes.** Late, miniature button white when fully open, while developing, the reverse of the inner petals show an orange apricot. $1.25 per doz.; $8.00 per 100.
**Captain R. H. Cook.** Early midseason, very large button, clear deep rose. $1.75 per doz.; $12.00 per 100.
**Cometo.** Aster-flowered, seedling of Lilian Doty, very free, of compact habit, dark rose shaded maize.
**Comoleta.** Early, aster flowered excellent yellow.
**Cranfordia.** Early midseason, large aster-flowered, deep golden yellow.
**Edina.** Early, aster-flowered, splendid rose pink
**Excelsior.** Early midseason, aster-flowered bright yellow
**Ferndrige.** Midseason, single, large bright red. $1.50 per doz.; $10.00 per 100.
**Frank Wilcox.** Late aster-flowered, splendid bronze. $1.50 per doz.; $10.00 per 100.
**Harrie.** Early, aster-flowered, rich yellow.
**Hilda Canning.** Midseason, medium sized button, light bronze
**Golf.** Very early, aster-flowered, salmon-pink.
**Indian.** Aster-flowered, good sized Indian red.
**Ivy.** Button shaped, handsome light bronze.
**Juliana.** Midseason, large yellow button.
**La Garonne.** Early, aster-flowered deep flesh rose.
**Lilian Doty.** Medium early ball shaped light rose
**Little Dot.** Midseason, small deep bronze button.
**Marie Dupont.** Very early, dwarf, large white aster-flowered.
**Mimico.** Midseason, tall growing lavender-pink, seedling of Lilian Doty.
**Minta.** Midseason, small pink button.
**Miramar.** Midseason, bronze aster-flowered.
**Model of Perfection.** Midseason, small white button.
**Mrs. F. H. Bergen.** Midseason, fine pale-pink aster-flowered.
**Mrs. F. H. Vincent.** Late, good bronze aster. $1.25 per doz.; $8.00 per 100.
**Mrs. Nellie Kleris.** An improved Lilian Doty, better in both color and habit. $1.75 per doz.; $12.00 per 100.
**Nellie Blake.** Early, red orange aster-flowered. $1.75 per doz.; $12.00 per 100.
**Nio.** Midseason, pretty small pink button.
**October Gold.** Early, aster-flowered rich orange-yellow.
**Ouray.** Midseason, very bright reddish bronze large button.
**Romaine Warren.** Late, rich bronze.
**Soleil d'Or.** Midseason, rich orange aster-flowered.
**Tints of Gold.** Early, glorious golden-yellow aster. $1.50 per doz.; $10.00 per 100.
**Uvalda.** Early, a fine white aster-flowered.
**Viola.** Midseason, violet-rose medium sized button. $1.75 per doz.; $12.00 per 100.
**Wanda.** Midseason, a fine large white aster-flowered.
**White Doty.** Early, pure white ball-shaped flower.
**White Midget.** Late, miniature pure white button. $2.00 per doz.; $15.00 per 100.
**William Sobey.** Midseason, a fine yellow aster-flowered.
**Zelia.** Early, fine aster-flowered yellow. $2.00 per doz.; $15.00 per 100.

**Price.** Any of the above except where otherwise noted. 85 cts. per doz.; $6.00 per 100; $55.00 per 1000.

**HENRY A. DREER** 714-716 CHESTNUT ST. PHILADELPHIA, PA.

THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY


## DR. VAN FLEET'S DEATH

The news of the death of Dr. W. Van Fleet has been received with deepest regret on every side. Dr. Van Fleet has occupied a prominent place among the leading plant breeders of the country for the last twenty years, and has become especially famous for his work in the production of new and better roses. He had been with the Department of Agriculture at Washington since 1910, but died at Miami, Fla., following an operation. He had gone to Miami for the purpose of conducting experiments at the plant introduction garden there, with the hope of improving various tropical plants. Dr. Van Fleet was a remarkable man in many ways, and it is impossible to overrate what he has done for the development of horticultural interests in America. He was 64 years old.

## TRIBUTE FROM S. S. PENNOCK

In this morning's mail, I received a letter from Professor Corbett, telling of Dr. Van Fleet's sudden death. This comes as a great shock to all those who knew him, particularly to those who knew him as intimately as some of us who have been associated in the Rose Society with him for the past few years.

His death is a distinct loss to Horticulture. In roses he has made wonderful advances in rose breeding. Probably the most distinct success along these lines of anyone who ever hybridized roses.

American Pillar and Dr. Van Fleet Roses that are known the world over, and many others of equal merit, we have him to thank for—giving us climbers that were better than existing varieties. One of his many ambitions was to produce an ever-blooming climber, and it would have been only a matter of a few years when he would have had something startling to give us along these lines.

In visiting him at the experimental ground and at his home at Bell Station, Md., one always felt a day, or part of a day, spent with him was a day added to one's life—a day full of interest and full of close intimacy that was not gotten in any other way. He was retiring and modest to a fault—a man that one loved to be with and loved to be counted as a friend, in fact, a real rich privilege to be numbered among those who were close to him.

To Mrs. Van Fleet our very deepest sympathy goes out in her loss, and not only her loss, but a loss to the whole Horticultural world.

S. S. PENNOCK.

## DR. MILLS' TRIBUTE.

Rev. Dr. Edmund M. Mills, the celebrated rose enthusiast of Syracuse, N. Y., says:—

"Dr. Van Fleet's fame will rest, not only on being the originator of such fine roses as Silver Moon, Dr. Van Fleet, American Pillar, etc., but in having also orignated many fine roses whose bushes as well as blooms are beautiful."

## DEATH OF MRS. E. R. RECK.

Mr. Carl C. Reck, the well known florist of Bridgeport, Conn., has the sympathy of many friends in the loss of his wife, Mrs. Emily Reed Reck, who has just passed away after a short illness. Mrs. Reck was widely known for her activities in organizing the Republican women of the state. She was a member of the Republican Committee, and was a speaker at many rallies. Besides her husband she is survived by one son and one daughter, a father and two sisters.

An exhibition of spring flowering plants will be held in Horticulture Hall, Boston, Thursday to Sunday, March 23-26. This is to be an unusually important show, and a large number of entries is expected.

## ADVERTISING and SELLING

Max Lakin, proprietor of Johnson's Flower Store in Quincy, Mass., has adopted a novel method for increasing trade. Mr. Lakin found when he bought this store that many Quincy people were going to Boston to buy table decorations, and flowers for special occasions where artistic decorative work was required. He determined to demonstrate that work of this kind could be done just as well in Quincy, and placed the following advertisement in the local papers, using generous space:

**Get Acquainted Week**

You are cordially invited to inspect our daily showing of table decorations, from Jan. 27 to Feb. 4 inclusive, specializing Valentine displays. Sincerely, JOHNSON'S FLOWER STORE, 1361 Hancock Street, Quincy, Mass. Decorators for all occasions. Quincy's Flower Phone, Granite 275-W.

An attractive dining table was given a prominent place in the store and was decorated every morning in a different way. Sometimes carnations and roses and sometimes spring flowers were used. One day the table was arranged for a somewhat elaborate meal, and again for a very simple luncheon. Customers calling at the store were not urged to buy, the fact being emphasized that the only purpose of the display was to show what the store was capable of doing. It was a good idea, and one justified by results.

### DEATH OF WILLIAM A. GILSON

Much regret is expressed at the passing of William A. Gilson, for fourteen years market representative of Thomas Roland. Mr. Gilson died of pneumonia last week, and the funeral was held Monday morning, Feb. 6, at St. Joseph Church, Somerville. There were flowers from both markets, and many florists were present at the funeral, as Mr. Gilson was widely known and very popular. Before entering the employ of Mr. Roland, Mr. Gilson had been connected with the Butterworth establishment at Framingham, and the Waban Rose Co. He was forty-seven years old and is survived by a widow.

Otto Goodwin, formerly with the Rosary in Boston, has now entered the employ of Max Lakin, the florist of Quincy, where many of his friends have already found him.


## Nursery Stock

Direct from Propagator to Planter. Choice, full of life. True to name Apple trees. One year old, 17 cents. Two year old, 25 cents. Well rooted and Branched Peach, in leading varieties, 2 to 3 feet, 10 cents each. 3 to 4 feet, 15 cents each. 4 to 5 feet, 20 cents each. Pear and Plum in all varieties, 3 to 4 feet at 20 cents each 4 to 5 feet, 25 cents each. Cherry Trees in 4 to 6 feet, 30 cents each. One year, 2 to 3 feet, 15 cents. Grape, 2 year, No. 1, 15 cents each or $10.00 per 100. Strawberries, all varieties, $5.00 per 1000. Rhubarb, strong roots, 10 cents each or $8.00 per 100.

All colors of Rambler Roses at 25 cents each or $2.50 per doz. Monthly Roses in all colors and variety, 50 cents each or $5.00 per doz.

Am now booking Spring orders for early shipment which insures an early start in growth, please get your order to me early with one-fourth amount of your bill, balance when Stock is ready for shipment, which is generally March 1st to April 1st. Special prices on large orders, write for list. Avoid the Nursery Agent and save from 50 to 75% on your needs. My customers are repeaters, give me a trial order and be convinced.

**THOMAS BEAN, Nurseryman**
Station A
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| 1000 seeds | $ 3.75 |
| 5000 seeds | 18.00 |
| 10,000 seeds | 35.00 |

**ASTER, EARLY WONDER**

| | Tr. Pkt. | Oz. |
|---|---|---|
| Light Blue | $0.40 | $2.00 |
| Pink | .40 | 2.00 |
| White | .40 | 2.00 |

**ASTER, QUEEN OF THE MARKET**

| | | |
|---|---|---|
| White | .25 | 1.00 |
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| Blush Pink | .25 | 1.00 |
| Dark Blue | .25 | 1.00 |
| Light Blue | .25 | 1.00 |
| Crimson | .25 | 1.00 |
| Mixed | .20 | .75 |

**ASTER, EARLY ROYAL BRANCHING**

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| Lavender | .40 | 2.00 |
| Purple | .40 | 2.00 |
| Rose-Pink | .40 | 2.00 |
| Shell-Pink | .40 | 2.00 |
| White | .40 | 2.00 |
| Mixed | .30 | 1.50 |

**PETUNIA**

| | Tr. Pkt. | Oz. |
|---|---|---|
| Grandiflora Fringed | $0.50 | |
| Ruffled Giants | .50 | |
| California Giants | .50 | |
| Monstrosus (Michell's) | 1.00 | |
| Dwarf Inimitable | .50 | $1.50 |
| Rose Morn | .50 | 2.50 |
| Snowball | .50 | 2.00 |
| Double Fringed Mixed, 5000 seeds $1.00, 1000 seeds $1.50 | | |

**PHLOX DRUMMONDII**

| | | |
|---|---|---|
| Dwarf Cecily, large flowering | .50 | 2.50 |
| Fireball | .10 | .35 |
| Pink | .40 | 2.00 |
| Snowball | .10 | .35 |
| Choice Mixed | .10 | 1.75 |

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| | | |
|---|---|---|
| America (¼ oz. $1.25) | .50 | 1.50 |
| Bonfire | .10 | .50 |
| Zurich | .10 | 1.00 |
| Splendens | .25 | 1.50 |

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## George Watson's Corner

"You in your small corner and me in mine."

Dennis Connor blew in recently. Haven't seen him for a month. He explained. Very busy in the building line for Lord & Burnham. Also, had been worried about the madam. She got caught with an attack of pneumonia and it looked like touch and go for a couple of days, when it reached the crisis. Fortunately, she has pulled through, all right, so her old hubby can think of his office in the Land Title once more, and hand out a few more cut quotations to the prosperous rose and carnation growers who must put up some more glass.

Brother Jones of the Pennock Co. is quite cheerful over the situation in the cut flower market. He says some of the growers are kicking a little but that they have not much reason back of their grouch and if they would only compare themselves with what other lines of production are going through they would quickly realize that they are really more fortunate than most.

The Philadelphia boys who journeyed to Hartford to the Carnation Convention returned with very favorable reports on the fine way that event was handled, not only by the people of Hartford and the rest of New England but by the Carnation Society whose membership is widely distributed. The showing of the latest and best in carnations was unusually good, and the management were wise enough to boost the advancement of their favorite flower by getting every day a good attendance of the general public. This was accomplished by the issuance of invitation tickets. These were distributed by the houses who come in contact with flower lovers:—flower stores, seedsmen, nurserymen, and allied interests. This method gives the desired selective, and also adds the personal element and draws just the right kind of people. Not an indiscriminate mob as a general distribution of free tickets would bring out; but the people of refinement and the people who can appreciate natural beauty and the attainments of the present-day leaders in horticultural development. Fundamentally that is what all flower shows are for; but it is always a difficult question just how to go about it. Most of the efforts make the mistake of scheming too must to get the dollar back. The best

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| Salmon, Delicate Improved Rose Von Zehlendorf | 15.00 |
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| Rococco Erecta—Orchid-flowering Types | |
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**Red Barney, Brilliant Red.** 2¼ inch pots ready November 10th. $4.00 per dozen, $25.00 per 100.

**Mrs. Geo. E. Buxton, Double Rose Pink.** 2¼-inch pots ready December. $15.00 per 100, $125.00 per 1000.

| | 100 | 1000 |
|---|---|---|
| Nutt, Buchner, Rooted Cuttings | $3.00 | $27.50 |
| Poitevine, Richard, Rooted Cuttings | 4.00 | 35.00 |
| Nutt, Buchner, 2¼-in. pots | 6.00 | 55.00 |
| Ricard, Poitevine, Montmore 2¼-in. pots | 7.00 | 65.00 |
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way is to use a show on the same basis as we go at advertising—with a general fund for publicity, the "Say It With Flowers" idea, to which we are all supposed to contribute. Only, in the case of a show, the individual exhibitor gets his advertising directly from his exhibit while the managers and workers contribute their share in hard work but no other expense and they get their returns also by the advancement of the business. We all have to keep everlastingly at it in some way or other. The fellow who does not contribute his share someway, somehow, to the best of his ability (cash, hard work or something) is not doing his full duty to his profession.

---

Edwin J. Fancourt and others in commenting on the success of the Hartford show were rather favorable to the opinion that the smaller cities really had some points of advantage for such occasions over the metropolitan centers. For one thing, the people of these smaller communities are nearer to trees and flowers and agriculture and have fewer distractions in the way of theatres and the general rush of the great white ways; so that they are more easily interested and understand better what they see.

---

Benjamin Dorrance, of Dorrancetown, Pa., passed away January 23rd. In addition to many other interests, he had a big range of glass on his place near Wilkes-Barre and made a specialty of growing roses. The greenhouse end was actively participated in by his daughter, who survives him. They were one of the first to make a big success growing the Killarney when it was first introduced. He was seventy-five years of age.

---

P. M. Kosher, Bridgeton, N. J., formerly of Boskoop, Holland, will be the lecturer at the monthly meeting of the Florists' Club of Philadelphia, March 7th, Adelphia Hotel, 8 P. M. "Horticulture, Its Duty and Its Future," is the title of his talk. Members and their friends invited.

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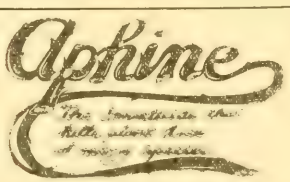
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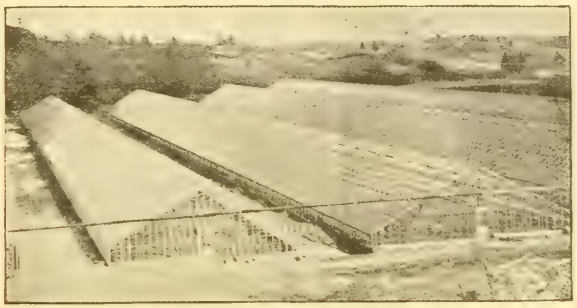
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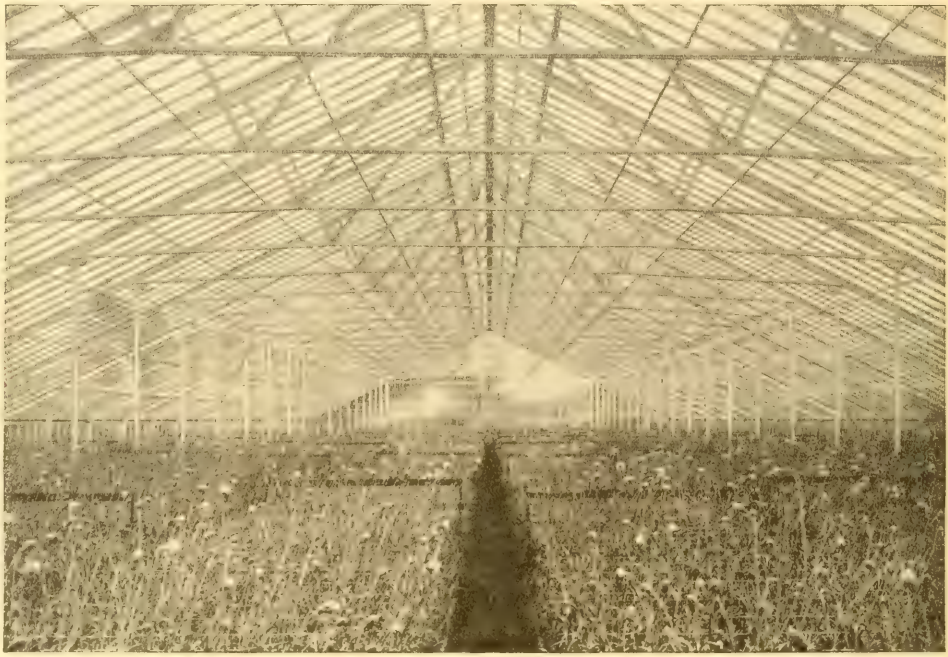
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Ever gone into a hat store knowing exactly the kind and shaped hat you want; and then have some smart Alec of a salesman try to sell you the kind HE liked.

Makes a fellow madder than a wet hen, doesn't it?

Suppose, however, that same salesman had told you something about some of his hats that meant better service to you, more satisfaction for your money—you then sort of feel towards the salesman as you would toward an old friend.

Salesman number two is our sort when it comes to selling a greenhouse.
We do sell greenhouses, but we first sell satisfaction.
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# HORTICULTURE

**February 25, 1922**





W. H. Wyman, Prop.
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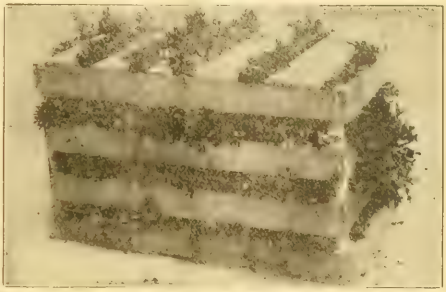
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The very best quality, both hedge and tree, no surplus wood, in bags of about 50 lbs., at 20 cents a pound.

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**NEPHROLEPIS VICTORIA** (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

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**NEPHROLEPIS ELEGANTISSIMA COMPACTA.** 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

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**NEPHROLEPIS DWARF BOSTON.** 3½-in. pots, $25.00 per 100; 6-in., 75c each.

**ENGLISH IVY,** nice plants, 4-in. pots, bushy, 25c and 35c each, according to quality.

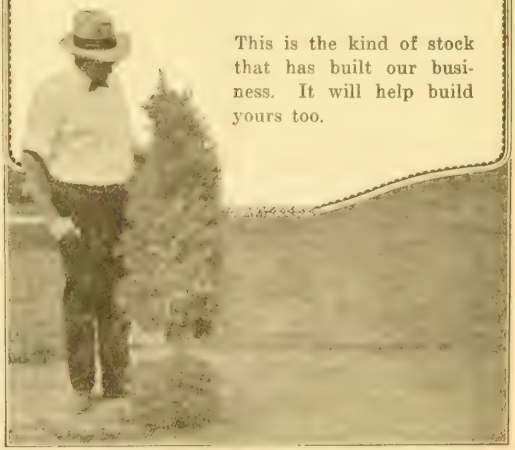
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This is the kind of stock that has built our business. It will help build yours too.

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Large and Small Evergreens
Flowering Shrubs
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Ornamental Shade Trees
Hardy Garden Perennials
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All our stock is grown with shapely tops and excellent root systems and will please the most particular person.

Place your order early.

## CHERRY HILL NURSERIES

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### SWEET PEAS UNDER GLASS

Mr. J. Bennett, Lachine, Que., recently addressed the Montreal Gardeners' and Florists' Club on growing sweet peas under glass and gave the following pointers:

He first mentioned sowing the seeds in pots so as to have them in good shape by the first week in December, for planting out into benches as soon as the 'mums are cleared off. The same soil is often used, by first screening it and adding lime and ashes. Some people prefer half of the old soil and half new. Sweet-peas like rich, rich soil.

Mr. Bennett stated that he did not pinch back, but left the young growth on the ground until new and strong shoots grew up, ready for tying. In staking, some used string, others wire netting and brush. Another method is the use of a wire instead of string. The wire should be long enough to go into the ground and hook at the top. A wire always keeps straight and never breaks like string.

Care should be taken in cutting flowers. It is important not to cut when any moisture is on the bloom. Cut in morning or evening when bloom is perfectly dry. Place in water so the stems can become full of moisture before shipping. They will keep much better.


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GREENHOUSES

What size and style house do you want to build? How much addition are you planning to your present range? Why not take advantage now of the present low cost of construction? Remember:

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NORTHERN GROWN STOCK
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# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189[illegible].

Vol. XXXV FEBRUARY 25, 1922 No. 4

## THE TALK OF THE TRADE

We are sorry to have reports from California that the crop of Freesias for the coming season will be decidedly scarce. Heavy frosts and unseasonable weather generally have caused heavy losses in stocks, and there is no doubt that the supply in all flowering sizes will be limited. What the final answer will be is a matter of some question. The probabilities are that prices on lilies for the coming Easter will hold close to what they were last year. It is doubtful if the market will go over twenty-five, though I can't see any reason for it to be much below that. There is no more than an average supply in sight, although I believe that pretty nearly all of the stock will be finished in time. I doubt if there will be the same quantity timed too late this season that we found around last year. The count, however, will probably run low, as it has in the past two or three years. With such a large quantity of the smaller sized bulbs that are being grown, it's only natural to figure on a low count.

In a general way lilies appear to be well done. The percentage of disease is certainly no more, and I think it's fair to say less than it has been some years. Bermuda Harrisi has given a pretty good account of itself again this season, although in my opinion this is a lily which can be made very profitable if flowered very early, but for late flowering it has no advantage over Formosum and Giganteum. The Bermuda Harrisi has its place as an early variety.

---

I was pleased to see again a batch of geranium "Alice Lemon," which I have lost track of for the past two or three years. It appeared to me when I first saw it a few years ago as one of the most promising varieties, particularly for pot culture. This geranium, properly grown in four-inch pots, is, to my mind, as good as any variety on the market when used early in the season for such a season as Easter and before the bedding out time. The color is exceptionally good, a lighter pink than Poitevine. It has a fine habit of growth, and while it is considered a good bedding out variety, I think it is particularly good as a pot plant type. It is still very early in the spring for any short crop on bedding plants, but it is a fact, nevertheless, that geraniums in all varieties now are practically sold out. Of course, this has been true for a long time past with the variety Ricard, but there is very little stock left now of any sorts.

Some of the growers who were obliged to buy geranium stock have complained about the price charged for two and a quarter inch pots, but it's doubtful if these same growers would care to contract to grow a quantity at a lower price. I doubt if there is more than a legitimate profit in two and a quarter inch geraniums at around sixty dollars a thousand. At any rate, all the stock that can be found will easily sell at those prices, and I doubt if there is any reason for looking for lower prices for some time to come in this particular line.



Eugene M. Naukam
New Secretary of the New England Florists' Alliance.

---

The cut flower markets in the east show in a general way a healthy condition. I believe that prices this season for cut flowers have held up to the top of last season. For a few weeks past carnations in particular have been running a little ahead of the same time a year ago. I do think, however, that plant stock has not moved in the same lively way, while the prices are but little if any below other years. There are no lines that are short in supply, and it's necessary to crowd the pot plant lines a little bit in order to move out the stock that is ready.

---

The Butterworths, at Framingham, Mass., have much faith in the value of a handsome show room and office as an advertising medium. They have just completed one of the finest offices to be seen in any similar establishment in United States. It is made of Portland cement, and looks very substantial as well as artistic. Attached to it is a Hitchings conservatory greenhouse, where it is planned to have a display of orchids as well as other flowers at all seasons of the year. Many people associate the Butterworths only with orchids because of the fame which they have won for themselves in growing these flowers. The fact is, though, that they carry on a general greenhouse business, and have much retail trade. The two men, father and son, are among the most enthusiastic plant growers around Boston. They never fail to give the shows liberal support, and are always on the lookout for whatever is new and up-to-date.

---

Some of the biggest geranium growers in the country have been reporting appalling losses, and apparently without being able to fathom the reason. These reports come from the south as well as from the west and east. I do not presume to tell these expert growers what the trouble is,

but in talking the other day with another well known grower of long experience, whose losses have been fewer, I received some suggestions that may be worth passing along.

This man said that in his opinion the trouble is one of constitution. That is to say, the mother plant has not been properly taken care of. Stock plants are left in the benches year after year, and do not get the same chance to recuperate as those planted outside in the field and brought in during the autumn. All too frequently, this man said, everything goes. Diseased plants, semi-double plants which have run out and become practically single are kept for stock. The day will come when geranium growers will be known by the strain they have. Then it will not be just a question of getting a cutting of any sort that is well rooted, but of getting a cutting that will flower true to name.

It was pointed out by this grower that geraniums and aspidistras have an affinity in the fact that they are hard to kill and yet respond wonderfully to proper treatment. One has to see how aspidistras are grown in Belgium to appreciate what good cultivation really means.

Isn't it rather a severe indictment for an experienced grower of geraniums or any other stock to confess that his losses amount to from 50 per cent to 60 per cent? You and I would think twice before employing a man boasting twenty-five years' experience in geraniums and yet found him losing such a large percentage of cuttings.

In the most successful geranium houses the plants are kept as clean as possible. As careful attention is paid to airing, watering, feeding and disbudding as would be paid to any other crop. And why not when every plant is worth a dollar or more for cuttings?

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In the readjustment of prices, which has been going on for some time, it should not be forgotten that the growers have to take their share. During war times, when prices went up, the growers got their share. So now, when things come the other way, they ought to take it philosophically. Of course the middlemen are the first to get blamed for the new conditions. That's natural. But they are no more responsible for it than they are for a sunset or an eclipse. As for the retailers: the most important thing for them is to see that they get their store rents back to normal. The landowner got his share in the general upward tend, and he has got to take his share now by coming back to earth again. All of which is only ordinary common sense; but it's a hard job to make some of them see it.

---

I hope that it isn't imagination on my part, but there does seem to be an improvement in the way the express companies are handling plant shipments. Maybe I will be paid for this rash statement by a long report of frozen shipments, but my observation would show that up to this time, even through the very severe weather we have had, there has been a lower report of frozen shipments than I have noted for quite a number of years past.

Possibly I am crediting the express companies with something they don't deserve. It may be that the growers have waked up and are more careful in their packing, and are also being more careful not to ship during extreme cold spells. Whatever the real reason may be it is a very satisfactory condition, because these lost shipments cause trouble with all parties concerned, and any way that it's possible to avoid them is well worth trying.

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## NAUKAM ON THE JOB.

### Begins Work as Secretary of New England Florists' Alliance.

Eugene M. Naukam, of Buffalo, who has been made secretary of the newly formed New England Florists' Alliance, arrived in Boston Monday of this week, and immediately began getting acquainted. On Tuesday he took possession of the new offices which have been rented by the Alliance as its headquarters. These offices are at 77 Summer Street, and are located on the seventh floor. They are commodious and convenient, and only a few steps from the wholesale markets. Mr. Naukam has taken a room in the Back Bay district, and will not move his family, which consists of a wife and one child, to Boston for the present. In fact, he is to continue to give a certain amount of attention to the Buffalo organization for the next few months. Mr. Naukam has a pleasant personality and is already making friends.

Mr. Carl Becker who has been acting as secretary reports that twenty new names have been added to the list of members. Some of the retailers are holding back, and considerable convincing will be necessary, they say, to make them sign up. Mr. Naukam, however, has a fine array of facts and figures with which to do the convincing job. Another get-together banquet is planned for the near future.

## BOSTON GARDENERS' AND FLORISTS' CLUB

The annual Carnation Night of the Boston Gardeners' and Florists' Club was held on Thursday evening, as the hall could not be obtained for Tuesday evening. A number of prominent carnation growers spoke, and many exhibits were shown. At the close of the meeting refreshments were served.

The annual banquet will be held at Horticultural Hall on the evening of February 28, and a large attendance is expected.

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## THE MARKET

The market has been very weak for several days past. The holiday was partly responsible. Retailers report but little business. Good carnations have been selling for five and six cents, and roses almost as low. For the rest, quotations about like those of last week have been made, but selling prices have averaged considerably under them.

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## PLANT CONFERENCE

### Florists Are Wondering Just What Its Scope Will Be

Dr. Marlatt, Chairman of the Federal Horticultural Board, consented to change the date of the "Plant Conference" from March 15th to April 19th, and the trade appreciates that—but this Committee has been unable to get a definite and explicit statement as to the scope of the Conference, what specific subjects the F. H. Board will be prepared to discuss.

How can there be a full and free discussion by interested persons unless those persons know that what they are interested in will be discussed? If it is the Board's intention to quarantine Rose Stocks and Narcissus Bulbs there will be no "full and free discussion" of those subjects unless those interested in such items are present at the Conference—and they will not be there unless they know that those items will be discussed—they are not interested enough in "modifications to No. 37" to warrant their going.

Of course the trade would gladly give the Board some practical constructive guidance with regard to modifications of No. 37, but if additional quarantines are planned this Committee will be fully occupied in meeting the main issue—the trade has largely adapted itself to the iniquities of No.

# Grafted Rose Stock

Our contribution this year to the **GRAFTED ROSE** business, will total

## 400,000 PLANTS

A good many of these are already sold, but we can still quote on most of the standard kinds. A specially fine lot of 15,000 **PREMIER** will be ready for delivery February 25th. Price on this and other standard varieties, $225.00 PER 1000.

## ANGELUS

**(Fred Lemon's White)**

We will have 10,000 grafted plants, ready for delivery March 1st. If you want some place your order now for plants of this early block, and thank us later for the suggestion. $375.00 PER 1000, $1,750.00 PER 5000.

Stop in and see our **ROSES** and other stock if you are in our vicinity. Angelus is a kind, free doer and one you will like to work with. Full enough in petalage for Summer use, and opening splendidly at the present time.

## CHARLES H. TOTTY COMPANY, Madison, New Jersey


37, to lift the quarantine on items that are not now purchasable in commercial quantities would be futile anyway—but the trade is vitally interested in additional quarantines.

Will the Conference discuss "modifications to No. 37" or "additional quarantines"?—to consider both at the same time would result in burying the important matter of additional quarantines under a jumble of protests over spilt milk. Does Dr. Marlatt want that? or does he want "a full and free discussion"?

THE T. AND LEGISLATIVE COMMITTEE OF S. A. F. AND O. H.
JAMES M. HUTCHISON,
Chairman.




BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 14-B Newark, New York


### MR. HILL'S TRIBUTE TO DR. VAN FLEET

Mr. E. G. Hill of Richmond, Ind., writes as follows in regard to the passing of Dr. Walter Van Fleet:

"It was with a keen sense of loss and deprivation that word of the death of Dr. Van Fleet came to us and it came as a sudden shock. His work was of intense interest, and we awaited from year to year the new 'find' that he himself had worked intelligently to produce.

"His plans were wise; he sought to improve the garden roses of America, to add interest and enthusiasm to the labors of the great gardening fraternity of the country. He realized and often referred to the poverty in the line of hardy roses for the colder sections of the country, and to this class he gave his utmost effort and closest attention.

"Among his choicest productions have been the American Pillar, Silver Moon and Dr. Van Fleet, the last a magnificent memorial of his work, a Carnot bloom, on a hardy, glistening rose bush.

"With deepest regret we realize his work is finished, that no more treasures can come to us from his generous and unselfish hands.

"E. G. HILL."

### LAUREL

Although the laurel awarded to the Greek youths, winners of the Olympian games, and to the orators in the Forum was quite unlike our kalmia latifolia, in fact not a kalmia at all, there is still a romance about the laurel which may come partly from the well balanced beauty of the name. Yet our mountain laurel with its great bursts of pink and white blossoms has an innate beauty which endears it to us all and it needs no legend to charm us.

We hear much today about the wanton destruction of laurel. The societies for the protection of our wild flowers are trying to preserve it, but something also might be done to encourage its growth. It was recently reported at a conference of people connected with different garden societies, who were especially interested in wild flowers, that seedling laurels were found under the old bushes where a mossy covering to the ground protected the seeds and caused them to germinate. Where they fell on the bare and sterile ground they would not come up, but if we keep a soft mulch or moss under the parent bushes the seeds will grow.

M. R. CASE.

Hillcrest Gardens, Weston,

# ADVERTISING AND SELLING

The name which is given to a business often has much to do with its success. That is to say, the name may prove to be of pronounced advertising value. That this is true has been proved by Fred L. Gentry and Fred H. Sass, who conduct a flower store at Spartansburg, So. Carolina. The fact that both partners had the same first name gave them an inspiration and they opened their new store under the novel name of "Fred's Flowers." It is a name which immediately attracted attention, and which because of its euphony and alliteration stuck in the memory.

When the business was started something over a year ago, most of the flowers were grown in a few frames in the yard of the Gentry home. A little later a greenhouse was put up, and within a few months a second house. Both houses are now taxed to their capacity, much outside buying has to be done. The two partners admit that the name has had much to do with the success which they have won. While Mr. Sass is a German, he enlisted in the United States army when the war broke out and served for eighteen months. He has helped to make "Fred's Flowers" a success.

There is another concern in the south which has utilized a good name in a good way. The store is at Richmond, Va., and is known as "The Rose Bowl." The interest of the passerby is first attracted by an old fashioned swinging sign such as those used by old English inns: The painted sign represents a bowl overflowing with roses. Now, as it happens, the sign in this particular case advertises a tea room, but there is no reason why it should not be used equally well or better by the owner of a flower shop who wants to attract attention in a novel way.

## PENN LOSES LITTLE

### Some of the Methods by Which He Makes His Losses Small

Henry Penn of Boston was recently interviewed by a Philadelphia paper and gave an interesting account of the way in which he keeps his losses down to an almost negligible amount. He says that he never accepts a charge order from a hotel without investigating the man who gives it. He has learned that a college boy ordering a dozen American beauties for the theatrical star who has captivated his fancy loses much of his ardor when the time to settle comes, especially as the star is then probably shining far away.

On the other hand, an order for funeral flowers is never questioned, even though it comes from a total stranger. As a rule that is true with flowers ordered for a wedding. The theory is that there is enough sentiment about such occasions to bring about a settlement. It is a theory that works out in practice, too, because the percentage of loss from poor accounts is less than one-half of one per cent. This doesn't mean, though, that all bills are paid promptly. Sometimes considerable effort is required to get in the money. And right here a very capable woman with a desk upstairs enters.

Unusual care is taken in the care of every charge account to get the customer's telephone number and most of the slow accounts are collected over the phone. The woman in question is extremely tactful. She never makes a peremptory demand for payment, but always has a pleasant word of greeting and an indirect method of approach which seldom gives offense. At the same time she is so insistent, calling morning after morning if necessary, and taking pains to learn just when the debtor is most likely to be at his home or his office, that she almost invariably obtains payment within a comparatively short time. This is one feature of the business where the human equation counts for much.


**WE HAVE IT** — **BUT WILL SOON SAY** — **WE HAD IT**

Anything from **AMPELOPSIS VEITCHII SEEDLINGS** to 15-ft. **NORWAY MAPLES**

Including full line of

**FRUIT TREES**
**ORNAMENTALS**
**HEDGE PLANTS**
**SHRUBS**
**VINES**
**ROSES**
**SMALL FRUITS**
**RHUBARB**
**FRENCH FRUIT STOCK**
**FRENCH MANETTI**

and many other items

Sold close on **BARBERRY THUNBERGII** and **MULTIFLORA JAPONICA ROSE SEEDLINGS.**

Send us your want list.

Ask for our wholesale bulletin.

**C. R. BURR & COMPANY**

**MANCHESTER CONN.**

**TOBACCO PRODUCTS**

Baled stems, 200 lbs., $3.00; 400 lbs., $5.00; ton, $15.00; short cut stems in bags, same price as baled.
Tobacco powder for sprinkling, 100 lbs., $3.00.
Tobacco dust for fumigating, 150 lbs., $4.00; 400 lbs., $8.00; ton, $30.00.
Special prices on stems and dust in carlots.
VIGOR CO., BOX 4, FOSTORIA, O.

# DREER'S SELECT
## Hardy Perennial Flower Seeds

Old-fashioned Hardy Flowers are now very popular and many of them are easily raised from seed. Our list is the finest and most select offered in this country. We offer below a few of the leading sorts; for complete list see our Spring Catalogues now ready.

| | Tr. Pkt. | Oz. |
|---|---|---|
| **Achillea The Pearl.** Double white | $0.50 | $4.00 |
| **Anchusa Italica Dropmore Variety.** Rich gentian blue | .20 | .75 |
| **Aquilegia Long Spurred Hybrids.** Choicest Mixed | .30 | 1.50 |
| **Campanula pyramidalis blue.** (Chimney Bellflower) | .25 | 1.00 |
| **Centaurea Montana blue** (Perennial Cornflower) | .20 | .70 |
| **Chrysanthemum Shasta Daisy Alaska.** The finest of all | .40 | 2.00 |
| **Coreopsis lanceolata grandiflora.** An extra fine strain | .10 | .25 |
| **Delphinium Belladonna.** Light turquoise blue. Extra fine | .50 | 2.50 |
| **Delphinium Gold Medal Hybrids.** The finest stain of mixed Hybrids | .25 | 1.00 |
| **Dianthus Latifolius Atrococcineus fl. pl.** Rich crimson scarlet | .25 | 1.00 |
| **Dianthus Plumarius Double.** Choice Mixed | .25 | 1.00 |
| **Dianthus Plumarius Single** (Hardy Garden Pink) mixed | .20 | .60 |
| **Digitalis Gloxiniaeflora Mixed** (Spotted Foxglove) | .15 | .50 |
| **Gaillardia Grandiflora Superb Mixed.** A fine perennial | .15 | .40 |
| **Gypsophila Paniculata** (Baby's Breath) | .15 | .40 |
| **Helenium Riverton Gem.** Wallflower red. | .25 | 1.00 |
| **Helianthemum mutabile** (Rock Rose) Splendid mixed | .15 | .50 |
| **Heliopsis Pitcheriana** (Orange Sunflower) | .15 | .50 |
| **Hibiscus New Giant Mixed** | .10 | .30 |
| **Hollyhock Double Newport Pink** | .30 | 1.50 |
| **Lathyrus Latifolius White Pearl** (Everlasting Pea) | .30 | 1.50 |
| **Lathyrus Latifolius Pink Beauty** (Everlasting Pea) | .20 | .75 |
| **Platycodon Grandiflorum Blue** | .25 | 1.00 |
| **Poppy Orientale, Scarlet** | .20 | .60 |
| **Pyrethrum hybridum.** Single Mixed | .30 | 1.25 |
| **Pyrethrum hybridum.** Double Mixed | 1.00 | 5.00 |
| **Statice Latifolia** (Sea Lavender) | .30 | 1.25 |
| **Stokesia Cyanea blue** (Cornflower Aster) | .25 | 1.00 |
| **Sweet William Scarlet Beauty.** Intense bright scarlet | .25 | 1.00 |
| **Sweet William Single Mixed.** Choice strain | .10 | .30 |
| **Sweet William Double Mixed.** Choice strain | .20 | .60 |
| **Thalictrum Adiantifolium,** White | .20 | .75 |
| **Thalictrum Aquilegiaefolium.** Rosy purple | .25 | 1.00 |



DELPHINIUM BELLADONNA
(Everblooming Hardy Larkspur)

Henry A. Dreer 714-716 Chestnut Street PHILDELPHIA, PA.


because a customer is seldom lost, no matter how often dunned. In fact, the dunning itself is carried on so tactfully that it merely cements the confidential relations between the seller and the buyer, and in itself helps to extend trade all over New England.

### ABOUT TRANSPLANTING

#### Richard M. Wyman Talks to Nursery Students at Amherst

Mr. Richard M. Wyman of the Framingham Nurseries was a recent lecturer at the nursery practice school at the Massachusetts Agricultural College, Amherst, and gave a very interesting talk on transplanting.

The first transplantings in the nursery are made from seed beds or flats into flats or cold-frames. This applies to only a few lines of stock which are grown from small seed. The more important transplanting is practiced on material 1-3 years old, which is taken from the seed beds and planted in the growing-on fields. The majority of this stock is raised from cuttings in propagating fields or beds. Such cuttings are rather closely root framed at the time of transplanting. This helps them to form better roots and also reduces the cost of the operation. The condition of the material at the time of transplanting is of great importance. It must be fresh and dormant. The best time for transplanting most trees is just at the time when the new growth is started. This applies both to evergreen and deciduous material. Although the planting season may be lengthened the best time for transplanting is very short. In many nurseries this work interferes with shipping, but it is poor business to make transplanting wait until the end of the shipping season. Transplanting should start in this latitude April 5-10 with deciduous species, and April 12-25 with evergreens. Hemlocks should be transplanted especially early before any growth starts. Spruce, Juniper and Arborvitae will stand later transplanting.

### CATALOGUE OF PLANT NAMES

According to Mr. Harlan P. Kelsey, of Salem, Mass., chairman of the committee on nomenclature, the Catalogue of Standard Plant Names will be ready for distribution April 1. The price will be $5.00, but orders will be accepted from members of the trade, we understand, up to April 1, at the rate of $3.50. This advance discount is given in order to help obtain ready money for financing the book. The catalogue will be a monumental work, containing 100,000 names, and will be indispensable to everyone who grows or handles plants. Moreover, it should prove of inestimable value for clearing up the confusion which has existed in the past.

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At the formal opening of the Dodge City Floral Co., Dodge City, Kansas, a public reception was given and largely attended. This company is headed by D. M. Robinson, of Emporia, and has put up two large greenhouses which are well stocked.

# FIFTH NATIONAL FLOWER SHOW

## Manufacturer's Building
## INDIANAPOLIS

## *March 25 — April 1, 1922*

The move from Cleveland to Indianapolis has been accomplished without difficulty, and even to advantage.

Indianapolis is a wonderful city, with remarkable drawing powers due to its great interurban system of travel. Just think of it! Indianapolis, for an event such as the National Flower Show, draws from a population of **Sixty Millions,** all within a day's ride.

A very ordinary exposition held in the same building, recently, packed it with an attendance of one hundred thousand, something which would be phenomenal anywhere else.

It is an ideal city for a National Flower Show—a city of house owners, with the home life paramount. Within its own limits it has a population of nearly 350,000 citizens, all of a prosperous class, due to the splendid industrial conditions enjoyed, with a high percentage of American born.

### TRADE EXHIBITS

The Trade Exhibits will be staged in TWO SECTIONS:

ON THE MAIN FLOOR, Manufacturer's Building, where the competitive section will be staged.—For exhibitors who sell direct to the public. Space Rate $1.50 per sq. ft., exclusive of equipment, signs, etc.

CONVENTION HALL BUILDING—Where all Trade meetings, American Rose Society's Convention and S. A. F. Directors' Meetings will be held and where other functions, social and otherwise, will take place.—Space Rate $1.00 per sq. ft., exclusive of equipment, signs, etc. **The trade exhibits in this hall will not be open to the public.**

Plans showing space locations in both halls will be sent to anyone interested on application to the Secretary—But why wait for the plans! Everybody will be well cared for. There is plenty of room, and advantages at Indianapolis such as never enjoyed at any previous National Flower Show.

Address all inquiries to the Secretary, 43 West 18th Street, New York. After February 23, the Secretary may be addressed in care of Claypool Hotel, Indianapolis.

JOHN YOUNG, Secretary.

43 West 18th Street, New York.

## NEW ENGLAND NURSERYMEN

### The Committees for the Next Year Are Announced

Committees for the next year have already been announced by the officers of the New England Nurserymen's Association. The list is as follows:

**Executive Committee,** The Officers and Leonard Ross, Taunton, Mass.; W. E. Campbell, New Haven, Conn.; C. H. Greaton, Providence, R. I.

**Legislative Committee,** George C. Thurlow, West Newbury, Mass.; James Brandley, Walpole, Mass.; Charles Adams, Springfield, Mass.

**Membership Committee,** F. S. Baker, Cheshire, Conn.; V. A. Vanicek, Jr., Newport, R. I.; C. W. Morey, Woonsocket, R. I.; A. P. Horne, Manchester, N. H.; H. W. Gottschalk, Manchester, Conn.



**John R. Barnes**
Treasurer

**Transportation Committee,** D. C. Stranger, West Newbury, Mass.; V. A. Vanicek, Newport, R. I.; Sheldon Robinson, Lexington, Mass.; Theo. F. Borst, Boston, Mass.; J. J. McManmon, Lowell, Mass.

**Publicity Committee,** Walter Adams, Springfield, Mass.; K. E. Gillette, Southwick, Mass.; W. C. Thurlow, West Newbury, Mass.; Stephen Hoyt, New Canaan, Conn. John R. Barnes, Yalesville, Conn.

**Educational Committee,** R. M. Wyman, Framingham, Mass.; Theo. F. Borst, Boston, Mass.; W. E. Campbell, New Haven, Conn.

**Vigilance Committee,** C. H. Greaton, Providence, R. I.; H. P. Kelsey, Salem, Mass.; F. S. Baker, Cheshire, Conn.

**Committee on U. S. Chamber of Horticulture,** H. P. Kelsey, Salem, Mass.; E. W. Breed, Clinton, Mass.; W. E. Campbell, New Haven, Conn.

**Committee on National Botanic Garden,** George Thurlow, West Newbury, Mass.; Sheldon Robinson, Lexington, Mass.; Christian Vander Voet, Jamaica Plain, Mass.

The officers are as follows:

President, Kenneth E. Gillette, Southwick, Mass.; Vice-president, James A. Tufts, Jr., Exeter, N. Y.; Secretary, Donald Wyman, North Abington, Mass.; Treasurer, John R. Barnes, Yalesville, Conn.

## NEWS NOTES

Mr. Lloyd Stark, of the Stark Bros. Nurseries, Louisiana, Mo., is booming Samuel Adams, editor of the American Fruit Grower, for ambassador to Germany. He has sent letters to many people in the trade asking them to support Mr. Adams for the appointment.


# BEGONIAS

FOR

# SPRING SALES

NEW ENGLAND GROWN

| | 100 | 1000 |
|---|---|---|
| Chatellaine 2¼-in. | $ 7.50 | $65.00 |
| Chatellaine 3½-in. | 16.50 | |
| Mrs. Patten 2¼-in. | 8.00 | 75.00 |
| Mrs. Patten 3½-in. | 16.50 | |
| Pride of New Castle 2¼-in. | 8.00 | 75.00 |
| Pride of New Castle 3-in. | 10.00 | 90.00 |

CARNATION CUTTINGS

A Full Supply of Standard Varieties

New England Stock

Well Rooted—Carefully Packed

G. U. LIGGIT *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE: 15 CEDAR ST., WATERTOWN, MASS. L. J. REUTER IN CHARGE PHILADELPHIA

# Ferns Ferns Ferns

NEPHROLEPIS MACAWII (new)

Beautiful, dwarf, compact plants

5-in. pots, $2.00 each. Specimen plants in 7-in. pots, $5.00 each.

NEPHROLEPIS EXALTA BOSTONIENSIS
(Boston Sword Fern)

NEPHROLEPIS WHITMANI

NEPHROLEPIS VERONA

NEPHROLEPIS ROOSEVELT

5-in. pots, $1.00 each; $10.00 per dozen. 6-in. pots, $1.50 each; $15.00 per dozen. 7-in. pots, $2.25 each, $24.00 per dozen.

Write For Florists' Prices

## R. & J. Farquhar Company

6 South Market Street, Boston, Mass.

# The GLADIOLUS

"Who, oh who, will give us a really good white gladiolus, one which is prolific, which has straight, strong stalks and is firm enough to stand shipping?" That has been the cry, both in the trade and out, for a long time. Growers who cater particularly to the commercial trade have been trying very hard to get a satisfactory white.

One of the newest claimants and one which promises unusually well is White Wonder, which was introduced by the originator, Mr. J. A. Kemp, Little Silver, N. J., last year. Mr. Kemp is known far and wide as a gladiolus expert of unusual skill. Anything that comes from his hands is sure to be watched with interest.

White Wonder is a lineal descendant of the well known and justly popular Mrs. Francis King. Moreover, it seems to be endowed with all the good qualities of that variety. Its growth and habit is almost identical with King, but the flowers are pure white, without a trace of marking in the throats. They open widely, and often measure up to five and a half inches in diameter. They are particularly good for florists' use, as five or six are usually open at one time.

White Wonder has proved very prolific, and gives extra large bulblets, many of which grow into first size bulbs the second year. Apparently White Wonder forces as well as any gladiolus known. The accompanying illustration is the reproduction of a photograph made of a spike grown under glass. While its garden merits, therefore, are not to be overlooked, it is also to be reckoned with as a forcing variety.

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J. L. Vondel, of Sharon, Mass., is pushing Beaconflame as a cut flower and forcing gladiolus. I do not remember of seeing the flower, and so cannot speak with authority as to its value. Yet I know that in 1917 it was awarded a certificate at Boston as a first-class commercial variety, but under another name. It was rechristened Flame, but as two other claimants to that title were found it was named again Beaconflame. This gladiolus was originated by Mr. Kunderd, and is a cross between Kunderd's Glory and War. The bloom is large, flame colored and slightly ruffled. It makes vigorous growth and is a rapid multiplier, with bulblets which are large.



The New Gladiolus White Wonder


# PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

**Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.**

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street

East Bridgewater, Mass.


## NEW GLADIOLUS PAPER

"The Gladiolus" is the name of a little paper which has just appeared and which is edited and published by Stanley Thorpe, well known gladiolus grower of Medway, Mass. Mr. Thorpe says in his introduction: "The Gladiolus will be issued from time to time, depending upon the demand of its readers. It is not issued as a competitive sheet, but with the idea of reaching as many growers of gladioli as possible, thereby increasing the popularity of that grand flower."

## GLADIOLUS NOTES

The following paragraphs from "The Gladiolus" may be helpful:

Gladioli that increase slowly can be made to yield more freely by cutting a ring around the corm between the eyes from top to bottom; the result will usually be two bulbs and more cormels; or the corms may be halved, leaving an eye and part of the root to each section. The cut parts should be rubbed in sulphur and not planted for a day or two. Almost any injury to the corm will result in an increase of cormels.



# POMPON CHRYSANTHEMUMS

A selection of varieties made after extensive trials, with a view of selecting the best for outdoor cultivation, for which purpose we recommend every variety offered.

Prices, except where otherwise noted: 85 cts. per doz.; $6.00 per 100; $55.00 per 1000

**A. Barham.** Early, aster-flowered bronze.
**Adironda.** Early, aster-flowered golden bronze.
**Anna L. Moran.** Midseason, large button, orange-scarlet, $2.00 per doz.; $15.00 per 100.
**Autumn Glow.** Aster-flowered, deep carmine-rose.
**Bright Eyes.** Late, miniature button white when fully open, while developing, the reverse of the inner petals show an orange apricot. $1.25 per doz.; $8.00 per 100.
**Captain R. H. Cook.** Early midseason, very large button, clear deep rose. $1.75 per doz.; $12.00 per 100.
**Cometo.** Aster-flowered, seedling of Lillian Doty, very free, of compact habit, dark rose shaded mauve.
**Comoleta.** Early, aster-flowered excellent yellow.
**Cranfordia.** Early midseason, large aster-flowered, deep golden yellow.
**Edina.** Early, aster-flowered, splendid rose-pink.
**Excelsior.** Early midseason, aster-flowered bright yellow.
**Fernridge.** Midseason, single, large bright red. $1.50 per doz.; $10.00 per 100.
**Frank Wilcox.** Late aster-flowered, splendid bronze. $1.50 per doz.; $10.00 per 100.
**Harrie.** Early, aster-flowered, rich yellow.
**Hilda Canning.** Midseason, medium sized button, light bronze
**Idolf.** Very early, aster-flowered, salmon-pink.
**Indian.** Aster-flowered, good sized Indian red.
**Iva.** Button shaped, handsome light bronze.
**Juliana.** Midseason, large yellow button.
**La Garonne.** Early, aster-flowered deep flesh rose.
**Lilian Doty.** Medium early ball shaped light rose.
**Little Dot.** Midseason, small deep bronze button.
**Marie Dupont.** Very early, dwarf, large white aster-flowered.
**Mimico.** Midseason, tall growing lavender-pink, seedling of Lilian Doty.
**Minta.** Midseason, small pink button.
**Miramar.** Midseason, bronze aster-flowered.
**Model of Perfection.** Midseason, small white button.
**Mrs. F. H. Bergen.** Midseason, fine pale-pink aster-flowered.
**Mrs. F. H. Vincent.** Late, good bronze aster. $1.25 per doz.; $8.00 per 100.
**Mrs. Nellie Kieris.** An improved Lilian Doty, better in both color and habit. $1.75 per doz.; $12.00 per 100.
**Nellie Blake.** Early, red orange aster-flowered. $1.75 per doz.; $12.00 per 100.
**Nio.** Midseason, pretty small pink button.
**October Gold.** Early, aster-flowered rich orange-yellow.
**Ouray.** Midseason, very bright reddish bronze large button.
**Romaine Warren.** Late, rich bronze.
**Soleil d'Or.** Midseason, rich orange aster-flowered.
**Tints of Gold.** Early, glorious golden-yellow aster. $1.50 per doz.; $10.00 per 100.
**Uvalda.** Early, a fine white aster-flowered.
**Viola.** Midseason, violet-rose medium sized button. $1.75 per doz.; $12.00 per 100.
**Wanda.** Midseason, a fine large white aster-flowered.
**White Doty.** Early, pure white ball-shaped flower.
**White Midget.** Late, miniature pure white button. $2.00 per doz.; $15.00 per 100.
**William Sobey.** Midseason, a fine yellow aster-flowered.
**Zella.** Early, fine aster-flowered yellow. $2.00 per doz.; $15.00 per 100.

**Price. Any of the above except where otherwise noted. 85 cts. per doz.; $6.00 per 100; $55.00 per 1000.**

**HENRY A. DREER** 714-716 CHESTNUT ST. PHILADELPHIA, PA.

THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY


Commercial growers should never sell flowers at a loss or at a price that does not yield a fair return. This is sometimes done by growers near a large city when flowers are plentiful. It would be far better to send them to your neighbors' homes and don't forget the hospitals.

Better results are obtained if cormels are not planted until the second year, when they will germinate more readily and give a good crop. This is especially true of Norton, Mary Fennel, Peace and many other varieties.

## CONNECTICUT STATE NURSERYMEN

At the annual winter meeting of the Connecticut Nurserymen's Association, all the officers were re-elected as follows: President, Henry W. Gottschalk, Manchester; Vice-president, W. W. McCarthy, New Haven; secretary, Frank J. Rippin, Manchester; treasurer, W. W. Hunt, Hartford.

In an address on advertising suggestions to nurserymen, Mr. Ralph Bertini advised using small advertisements in the newspapers so that leads might be developed which could be followed up with letters.

## DAHLIA GROWERS ACTIVE

Commercial dahlia growers are learning the advantages of organization, and much activity is expected the coming season. The Wholesale Dahlia Growers' Association, which was organized in August, 1920, has as its purpose the advancement and protection of the industry of the country, and its secretary keeps on file information valuable to both growers and buyers. All men in the business who grow dahlias in wholesale quantities will find it advisable to keep in touch with him, and of course all commercial growers should be members of the association. Co-operation is necessary in order to get the best results for the trade as a whole. The president of the organization is Mr. J. K. Alexander, of East Bridgewater, Mass., and the vice-president is Mr. I. U. Underhill, of the Babylon Dahlia Gardens, Babylon, N. Y. Mr. N. A. Hallauer, of Ontario, N. Y., is secretary and treasurer, and the man from whom commercial growers can obtain any desired information in regard to the association.


# KEMP'S Prize Winning Gladioli

**PINK WONDER—WHITE WONDER—ALBANIA—EARLY SNOWFLAKE**
**Prize winners in every show in which they have been exhibited**

These wonderful Gladioli were introduced by the originator season of 1921, and almost instantly sprang into world-wide favor.

Orders for them have come from every section of this country, from many points in Canada, from Cuba, Europe and Australia. And requests for my catalogue have been received from nearly every country where the Gladiolus is grown.

My sales of these wonderful varieties, this season, up to the middle of February have been five times greater than the total volume of sales for the season of 1921. Am entirely sold out of 4th and 5th sizes of PINK WONDER and WHITE WONDER, but can still supply them in limited quantity in all other sizes and bulblets.

I venture to say, that never before has the volume of sales of any other varieties been as great, nor as widely distributed in so short a time after their introduction. The demand for them is steadily increasing, and promises to far exceed the supply during the next few years.

All four of these varieties are extra heavy producers of large growable bulblets, which insures their permanency as commercial and garden varieties. If "YOU" want the best there is in Glads. If "YOU" are looking for the big money makers, then you will want these. They are the best and most profitable BUY obtainable at the price. Second edition of my 1922 catalogue now ready, and is free for the asking.

**J. A. KEMP, Gladiolus Specialist**
BREEDER AND GROWER. LITTLE SILVER, NEW JERSEY

# —HORTICULTURE—

Established by William J. Stewart in 1904

VOL. XXXV February 25, 1922 No. 4

PUBLISHED SEMI-MONTHLY BY

HORTICULTURE PUBLISHING COMPANY

739 Boylston Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor

ADVERTISING RATES:

Per Inch, 30 inches to page ..... $1.50

Discount on Contracts for consecutive insertions, as follows:

Three months (6 times), 10 per cent; six months (12 times), 20 per cent; one year (24 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**Says Sam—Salesmanship is the selling of goods that won't come back to people who will come back.**

**On the Road.** This is an editorial for traveling salesmen. Perhaps they will read it for the reason that one seldom sees an editorial printed for their particular benefit. They will wonder if anyone really understands their trials and perplexities. If they are Dutch bulb salesmen they probably will wonder if anybody can appreciate their feelings when they are told by a florist they have traveled half a day to see that three other bulb salesmen have already been turned down that very morning and that they might as well be on their way without stopping to unlimber their line of talk. It is a hard life. There are other salesmen on the road who get an audience at the start by saying as an introduction that they are not selling Dutch bulbs.

Whatever a salesman may be handling, however, he needs tact and diplomacy and good nature far above other men. The first thing that a man on the road must do, whether he sells any goods or not, is to win the confidence of his prospective customers. They may know his house and believe in his goods but he must make them believe in him personally if he is going to be a success. Good nature is a great asset. If the florist who sees you coming knows that you will be optimistic, encouraging—that you take life with a smile—he will welcome your approach. If he knows that you are a grouch or belong to the family of Fuller-Gloom, he will probably go out of the back door as you enter the front. He has troubles enough without hearing yours.

It does not pay to impose on the good nature of your customer. If he is a big hearted man, as many florists are, he may offer you all kinds of hospitality. Be slow to accept. He is not likely to be offended and may be relieved. Of course salesmen make personal friendships which nullify any such rule, but this is put forward as a general proposition.

There is a great temptation for men on the road to carry tales. Some good salesmen have yielded to it and damaged their reputations beyond repair. You may think that you are pleasing your customer by saying something derogatory about his competitor. You may tickle his vanity and thereby help to get an order, but after you are gone he will begin to wonder what you will say about him to the next man you visit.

There is one thing, though, that will greatly improve your chances, and that is a willingness to pass along ways and means of improving business or reducing expenses. The wise salesman will keep his eyes open for every opportunity to help his customers save money. He will try to find out the value of new devices and new preparations, in order that he may report intelligently and honestly upon them. This is a kind of service which wide-awake florists appreciate, knowing, as they do, that they can often get more accurate information from a reliable man on the road than in any other way.

The good salesman will play fair. It is not unlikely that he will be consulted about F. T. D. orders. Let him be square in advice. At the same time, he is not to be blamed if he throws all the orders he honestly can to the men who have given him their business. It sometimes happens that a florist is nasty to a salesman, without any reason for being so. That is poor business. The salesman, being human, will not forget it, and a nasty speech may cost the man who made it many dollars.

It has been prophesied that the printed page and the circular—the silent salesman of modern times—will eventually put the man on the road out of business. This is a mistake. The traveling salesman is a necessary equation. He will survive and thrive. Life in many a small town would be humdrum enough without his coming. The man on the road is here to stay. May his tribe increase.

**Notes by the Way.** Florists in New England will have a warm welcome for Mr. Naukam, the new secretary of the Florists' Alliance. He is a hustler and a good mixer, and his smile is enough to prove that there is nothing in a name, after all.

The National Flower Show, to be held at Indianapolis, has been monopolizing the center of the boards, but the trade must not overlook the International Show in New York, which antedates it. Everything points to a great show in the big city and a record breaking attendance may be looked for.

Increasing activity among the growers indicates that the announcement of lower prices for greenhouses and for glass has had its effect. There are plenty of men who have had their plans drawn for months. Now they are getting ready to have them materialize.

# GRAFTED ROSES

Once again we remind you that we are grafting Roses. We have a big lot of very fine Manetti and can take care of your requirements.

PREMIER — MRS. AARON WARD
COLUMBIA — MILADY
BUTTERFLY — FRANCIS SCOTT KEY
DBL. WHITE KILLARNEY

are the big sellers of the year. **We have them!**
Let us hear from you!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


# NATIONAL FLOWER SHOW

## Indianapolis Florists Very Busy---Claude Wallin Director

Indianapolis florists and, for that matter, the florists of all Indiana, are working might and main for the success of the National Flower Show, which opens March 25. Mr. Erwin Bertermann, of Indianapolis, is chairman of the flower show committee, while Mr. Claude Wallin has been appointed Exposition Director. Headquarters have been opened in the Chamber of Commerce Building, and the committee has been assured of the support of the Indianapolis Chamber of Commerce. Mr. Bertermann is hoping to find some one who will give $2,500 for the benefit of the Indianapolis school children in order that they may have free admission to the exposition.

### NATIONAL SHOW EXHIBITORS

#### Pres. Pennock Urges Vigorous Work for the Great Indianapolis Event

In a letter dated Feb. 17, received this morning from Irwin Bertermann, Executive Chairman of the local National Flower Show interests in Indianapolis, he is very enthusiastic indeed about the forthcoming National Flower Show, and says that

"The whole city and state have swung to our assistance. I have as yet to find one person who will not commit himself to this end. The National Show is already a success, as stated above, provided the Florists themselves are loyal to their own institutions and to their own welfare."

This is certainly fine, and presages a successful show; and quoting still further from Mr. Bertermann's letter: "The success of the Indianapolis Show is practically assured, so far as attendance is concerned." This has bothered us in other shows, wondering whether the attendance would be big enough to make the show a financial success. With this an assured fact, the thing now is for each and every florist in every part of the United States and Canada to hold their end up as to exhibits; and with exhibits, whether they be large or small, from every grower who has the business and the National Flower Show at heart, we are sure to have one of the most wonderful and successful shows ever staged in this country; so I am appealing to every member of the trade to exhibit, and as I said above, even if it is small, we want the small exhibitor as well as the large.

S. S. PENNOCK.

Philadelphia, Feb. 20, 1922.




To The Trade—

Thos. F. Galvin, himself, will give your orders his personal attention at his son's store.

**Thos. F. Galvin, Junior**
226 DEVONSHIRE STREET
BOSTON, MASS.

## Nursery Stock

Direct from Propagator to Planter. Choice, full of life. True to name Apple trees, One year old, 17 cents. Two year old, 25 cents. Well rooted and Branched Peach, in leading varieties, 2 to 3 feet, 10 cents each 3 to 4 feet, 15 cents each 4 to 5 feet, 20 cents each. Pear and Plum in all varieties, 3 to 4 feet at 20 cents each 4 to 5 feet, 25 cents each. Cherry Trees in 4 to 6 feet, 50 cents each. One year, 2 to 3 feet, 35 cents. Grape, 2 year, No 1, 15 cents each or $10.00 per 100. Strawberries, all varieties, $5.00 per 1000. Rhubarb, strong roots, 10 cents each or $8.00 per 100.

All colors of Rambler Roses at 25 cents each or $2.50 per doz. Monthly Roses in all colors and variety, 50 cents each or $5.00 per doz.

Am now booking Spring orders for early shipment which insures an early start in growth, please get your order to me early with one-fourth amount of your bill, balance when Stock is ready for shipment, which is generally March 1st to April 1st. Special prices on large orders, write for list. Avoid the Nursery Agent and save from 50 to 75% on your needs. My customers are repeaters, give me a trial order and be convinced.

**THOMAS BEAN, Nurseryman**
Station A
LEAVENWORTH, KANSAS

## Choice Orchids
**HYBRIDS**
Laelia-Cattleyas, Brasso-Cattleyas, etc.
**G. E. BALDWIN & CO.**
Mamaroneck, N. Y.

# THE WORLD'S BEST CANNAS

**THE BEST VARIETIES FROM ALL SOURCES, FOREIGN AND AMERICAN INTRODUCTIONS**

The best quality of roots, both as to vitality and size of divisions. **Every order filled with fresh cut roots which must not be confused with roots cut, packed and stored months before delivered to you.** They cost a trifle more but are worth considerably more. Every 100 roots we supply will, with reasonable treatment, produce 200 or more pot plants.

The subjoined list contains the names of free, large flowering, vigorous growers, any of which will please you and your customers. Order now and say when you want them shipped to you.

**Price $5.00 per 100, $40.00 per 1,000; except where otherwise noted.**

**BEACON**—Free flowering dwarf, bright red.

**CHEERFULNESS.** — Beautiful variegated orange and scarlet with golden border. The florets are medium sized, but very freely produced.

**CITY OF PORTLAND.**—A wonderfully attractive rose-pink. Excellent upright habit and free flowering. $15.00 per 100, $125.00 per 1000.

**DR. E. ACKERKNECHT.**—The bronze foliage blends pleasingly with the carmine rose trusses. Vigorous and free.

**DUKE OF MARLBORO.**—An old favorite with deep crimson flowers.

**EUREKA.**—The best white Canna. A very strong grower blooming freely. The flowers are large and become pure white in the full sun. $8.00 per 100, $75.00 per 1000.

**FANAL.**—Exceedingly free flowering, deep bright red. A most effective bedder.

**FEUERMEER.**—Another excellent old sort with a profusion of dazzling orange-scarlet flowers.

**GAIETY.**—Wonderfully effective. Deep orange suffused with scarlet and bordered with yellow. A brilliant bedder.

**GOLDEN GATE.**—Vigorous and free. A unique combination of yellow and golden shades, blending into rose as the flower matures. $6.00 per 100, $50.00 per 1000.

**KING HUMBERT.**—The most popular Canna of this generation. The large orange-scarlet flowers and particularly the very deep bronze foliage make it one of the most useful.

**LOUIS REVERCHON.**—The flowers are brighter and more freely produced than on King Humbert, while the foliage is a greenish bronze.

**MRS. ALFRED CONARD.**—Magnificent trusses of large salmon-pink flowers. Unique and very ornamental. The stock of this variety is very scarce. We have a limited quantity and advise early ordering. $15.00 per 100.

**MRS. KARL KELSEY.**—A tall, majestic, vigorous grower surmounted by great trusses of large orchid type flowers. Orange-scarlet, streaked and mottled with rose.

**RICHARD WALLACE.**—A well known pure yellow.

**THE GEM.**—A seedling of Hungaria, more vigorous, with a profusion of large cream-colored flowers dotted with carmine. Very unusual and attractive. $7.00 per 100, $60.00 per 1000.

**THE PRESIDENT.**—The greatest red Canna in commerce. Very heavy, vigorous growths surmounted by great trusses of immense florets of bright scarlet. We heartily endorse this as the greatest Canna introduction of recent years. $8.00 per 100, $75.00 per 1000.

**WYOMING.**—We know of no other Canna as effective as this for large plantings. A giant in growth. Extremely vigorous with its deep bronze foliage as an ideal background for large bright orange-colored flowers of the orchid type. It makes an ideal subject.

**YELLOW KING HUMBERT.**—A sport from King Humbert to which it occasionally reverts. Green foliage with yellow flowers, dotted with scarlet. $8.00 per 100, $75.00 per 1000.

We have good stocks of many other varieties, prices on which will be quoted on application. Order now for delivery in February and March.

**HENRY A. DREER**

**714-716 CHESTNUT STREET PHILADELPHIA, PA.**

**THESE PRICES ARE INTENDED FOR THE TRADE ONLY**


# SNAPDRAGON RUST

## Its Prevention and Control---A Very Valuable Bulletin

Rust is the most serious disease with which snapdragon growers have to contend. The cause of this trouble, how to prevent it and how to cure it are treated at length in a very valuable bulletin just issued by the Agricultural Experiment Station at Amherst, Mass., and written by William L. Doran. Every grower of antirrhinums should get a copy. Some of the advice given is particularly timely at this season as, for example, the following:

"Many growers take their cuttings at a time when snapdragon rust is at its height in the greenhouse, which is in March, April and May. There are various opinions as to the relative merits of raising plants from seeds and from cuttings, but plants raised from cuttings come true to color, and in the effort to preserve a good variety some growers take rust-free cuttings from a bench showing rust, or they take cuttings bearing spore pustules. Some growers have thought that if the cuttings show no spore pustules they are safe to use, even though they come from a bench of infected plants.

"The writer propagated plants by cuttings which bore uredinia and by cuttings which bore no uredinia, although taken from an infected bench. After three weeks all of the cuttings which bore uredinia were badly rusted, and 35 per cent of the cuttings which when made were apparently free from disease, although taken from an infected bench, showed the disease. It is evident, then, that cuttings bearing spore pustules may be expected to develop into rusted plants, and that cuttings free from spore pustules, if taken from a bench of infected plants, serve to aid very materially in the dissemination of the fungus. Microscopic examination of the leaf surfaces of these apparently healthy cuttings revealed numerous urediniospores which had fallen there or had been carried there from diseased plants. These spores need only the favorable environment of the cutting bench to cause them to germinate and infect the young plants, and it is therefore usually inadvisable to take cuttings from a house showing rust.


The benefit of HAIL INSURANCE was forcibly illustrated by a number of violent hail storms in New England last year.

Be wise and send to **John G. Esler, Sec'y of Florists' Hail Association, Saddle River, N. J.**, for Hail Insurance literature.

**DO IT NOW.**

Both Peltier (loc. cit.) and Stone (1917) consider cuttings as being among the principal means of dissemination.

"Proof of the importance of greenhouse insects in the spread of snapdragon rust is not lacking. Three insects often found on snapdragon are the white fly (Aleyrodes vaporariorum West), the red spider (Tetranychus bimaculatus Harvey) and the common aphid (Aphis gossypii). With a binocular microscope the writer examined these insects on snapdragon foliage. They were on healthy plants, but there were rusted plants in the same bench. On the bodies of most of the insects examined were the urediniospores of P. Antirrhini.

"The third agency by which the fungus is disseminated is watering. Carnation growers in watering make an effort not to wet the foliage any more than is necessary, usually employing a stiff piece of hose or pipe which enables them to get water into the middle of the bench without wetting the plants above. To this simple practice is due in part the decline in importance of carnation rust.

### CHARLES H. BRECK RESIGNS

**Retires from Joseph Breck & Sons After 54 Years of Service**

Charles H. Breck has resigned as president and director of the Joseph Breck & Sons Corporation, of Boston. He has transferred his interest in the business to his son, Luther A. Breck, and his son-in-law, John Benbow, who, together with his brother, Joseph F. Breck, who is treasurer of the corporation, will continue the business as usual.

The house was founded in 1822 (the year Boston became a city) and has been continued without interruption ever since. With the advent of Messrs. Luther A. Breck as president, and John Benbow as vice-president, the fourth generation of the Breck family succeeds in the management of the business.

Charles H. Breck, a student of the Massachusetts Institute of Technology, entered the store in 1868; became a partner with his grandfather, Joseph Breck, and his father, Charles H. B. Breck, in 1875, and succeeded the latter as president in 1900.

The house has seen some wonderful changes during its one hundred years in the kinds, quality and sources of supply of seeds, plants, and nursery stock, while invention and improvement of the implements and machines with which they are planted, cultivated and harvested have made possible the enormous crops now necessary for the world's requirements.


We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

BURBANK SEEDS
ARE STANDARDS THE WORLD OVER
BULLETIN 61 IS FREE TO ALL
Announcing Amaranthus "Molten Fire" and other new creations in Flowers, Vegetables, Grains and Grasses
LUTHER BURBANK
SANTA ROSA, CALIF., U. S. A.

CARTERS SELECT FORCING BULBS
FREESIA, IRIS, LILIUMS, HYACINTHS, NARCISSUS AND TULIPS
All of finest quality at reasonable prices
CARTERS
Catalogue now ready—Send for a copy today
CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

Michell's Flower Seeds

ASPARAGUS PLUMOSUS NANUS
Northern Greenhouse-Grown Seed
1000 seeds $ 3.75
5000 seeds 18.00
10,000 seeds 35.00

ASTER, EARLY WONDER

| | Tr. Pkt. | Oz. |
|---|---|---|
| Light Blue | $0.40 | $2.00 |
| Pink | .40 | 2.00 |
| White | .40 | 2.00 |

ASTER, QUEEN OF THE MARKET

| | | |
|---|---|---|
| White | .25 | 1.00 |
| Rose-Pink | .25 | 1.00 |
| Blush Pink | .25 | 1.00 |
| Dark Blue | .25 | 1.00 |
| Light Blue | .25 | 1.00 |
| Crimson | .25 | 1.00 |
| Mixed | .20 | .75 |

ASTER, EARLY ROYAL BRANCHING

| | | |
|---|---|---|
| Lavender | .40 | 2.00 |
| Purple | .40 | 2.00 |
| Rose-Pink | .40 | 2.00 |
| Shell-Pink | .40 | 2.00 |
| White | .40 | 2.00 |
| Mixed | .30 | 1.50 |

PETUNIA

| | Tr. Pkt. | Oz. |
|---|---|---|
| Grandiflora Fringed | $0.50 | |
| Ruffled Giants | .50 | |
| California Giants | .50 | |
| Monstrosus (Michell's) | 1.00 | |
| Dwarf Inimitable | .50 | $1.50 |
| Rosy Morn | .50 | 2.50 |
| Snowball | .50 | 2.00 |
| Double Fringed Mixed, 5000 seeds $1.00, 1000 seeds $1.75. | | |

PHLOX DRUMMONDII

| | | |
|---|---|---|
| Dwarf Cecily, large flowering | .50 | 2.50 |
| Fireball | .40 | 2.25 |
| Pink | .40 | 2.25 |
| Snowball | .40 | 2.25 |
| Choice Mixed | .40 | 1.75 |

SALVIA

| | | |
|---|---|---|
| America (¼ oz. $1.25) .... | .50 | 4.50 |
| Bonfire | .40 | 2.50 |
| Zurich | .50 | 4.00 |
| Splendens | .25 | 1.50 |

Also all other Seasonable Seeds, Bulbs and Supplies
Wholesale Catalogue Free
Michell's Seed House
518-516 MARKET STREET - - PHILADELPHIA, PA

MUST BE SOLD
America's finest collection of more than a million Gladioli Bulbs, Dahlia, Iris and Peony Roots. New, rare and standard varieties. Large or small orders accepted. Wholesalers, Retailers, Brokers, Department Stores, Landscape Architects, Connoisseurs, Estates and Institutions are invited to communicate with
E. H. PERSHING, SALES MANAGER, HOTEL McALPIN, NEW YORK CITY.

When Writing to Advertisers Please mention HORTICULTURE

GROWERS

**FERNS**

POT-GROWN STOCK 2¼-IN.

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Teddy, Jr. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 6.00 | 55.00 |

Transplanted Bench - Grown Stock $5.00 less per thousand than the Pot-Grown.

FERN RUNNERS
$15 per thousand

**Henry H. Barrows**
FERN SPECIALIST
264 High Street, Whitman, Mass.

**BOBBINK & ATKINS**
NURSERYMEN,
FLORISTS, PLANTERS
Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

**TREES**
**PLANTS**
**PLANTING**
Send for Illustrated Catalog
BRECK-ROBINSON NURSERY COMPANY
Lexington Mass.

**Nephrolepsis Norwood**
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

**E. W. FENGAR**
*Chrysanthemums*
147-187 LINDEN AVE.,
IRVINGTON, N. J.

## George Watson's Corner

"You in your small corner and me in mine."

P. Joseph Lynch, president of the Dingee & Conard Co., writes from Indianapolis, February 14th:

"I was very pleased to read the various tributes to Dr. Van Fleet in your issue of Feb. 10th. He was quite a wonderful man in his way, and gave us many fine roses. The best of them all, I think, is the American Pillar. He also gave us the first really good red canna, the Flamingo, when he worked for our company at West Grove, Pa., many years ago. Personally, a quiet, modest, unassuming man, whom everybody liked. And a fine player on the flute."

Mr. Lynch has been laid up with a bad attack of the grippe for a couple of weeks; but is back again at his desk, and attending officially to the important affairs of the great State of Indiana.

---

That Boston Alliance sounds good, away down here on the banks of the Green Delaware. The Boston growers are smart as they make them; but there always comes a time when they get too smart. Then they split up into camps. Then the retailers get the best of it. After a few years of fighting—with the retailers on top—the growers finally come down to earth, and get together again. They make the Boston Alliance. A combination of growers and retailers (all wholesalers cut out) and they have the ideal pact that will suit everybody. We congratulate the Boston Alliance, and trust it will work out to their entire satisfaction.

---

The Philadelphia boys had the same idea. So they formed a company and ran a flower market. Just like the Boston growers. Worked fine for a while. Then it blew up; and the reasons were largely the same as in Boston. When all is said and done, the best way for the grower to market his product is through a reliable commission house. But be sure that you select a reliable concern. And when found, stay put. If you keep chasing around from pillar to post you will never get results. The commission man stands by his standbys first. The fly-by-nights take their turn. Be a standby and you will be pretty sure to get the best showing in the long run. One of our Philadelphia commission houses has this legend on top of

GROWERS

**HIGH GRADE PLANTS**
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

**Garden Seed**
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
**S. D. Woodruff & Sons**
82 Dey St., NEW YORK
and ORANGE, CONN.

**IRIS and PEONIAS**
We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.
GEORGE N. SMITH
Wellesley Hills, Mass.

**CHARLES H. TOTTY**
**Chrysanthemums**
MADISON - NEW JERSEY

CEDAR ACRES
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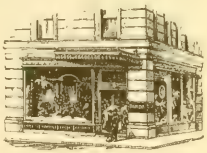
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Furnished in lengths up to 500 feet without seam or joint.

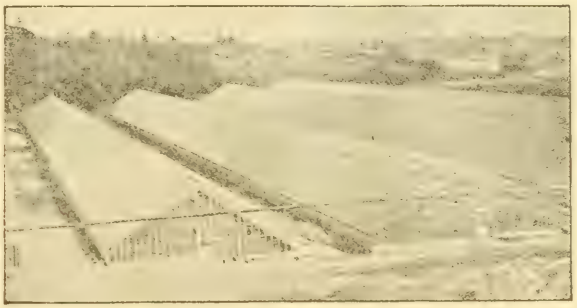
**The HOSE for the FLORIST**

¾ inch per ft., 18c
Reel of 500 ft., per ft., 17c
Couplings furnished free with lengths of 25 feet.

**HENRY A. DREER**
714-716 Chestnut St.
Philadelphia, Pa.



# Stearns Cypress Greenhouses



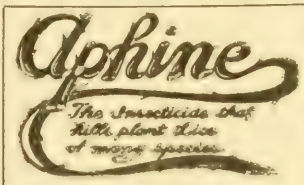
PECKY CYPRESS FOR BENCHES, CYPRESS TANKS
CYPRESS HOTBED SASH, GLAZED AND UNGLAZED
AGENTS FOR EVANS' VENTILATING MACHINES

Best Stock Prompt Deliveries Right Prices

ASK FOR CIRCULAR E

**THE A. T. STEARNS LUMBER CO.**

NEPONSET-BOSTON, MASS.




THE RECOGNIZED STANDARD INSECTICIDE

A spray remedy for green, black, white fly, thrips and soft scale.

**FUNGINE**

For mildew, rust and other blights affecting flowers, fruits and vegetables.

**VERMINE**

For eel worms, angle worms and other worms working in the soil.

Quarts, $1.00; Gallon, $3.00

SOLD BY DEALERS

**Aphine Manufacturing Co.**
MADISON, N. J.

**FRIEDMAN'S BEST**

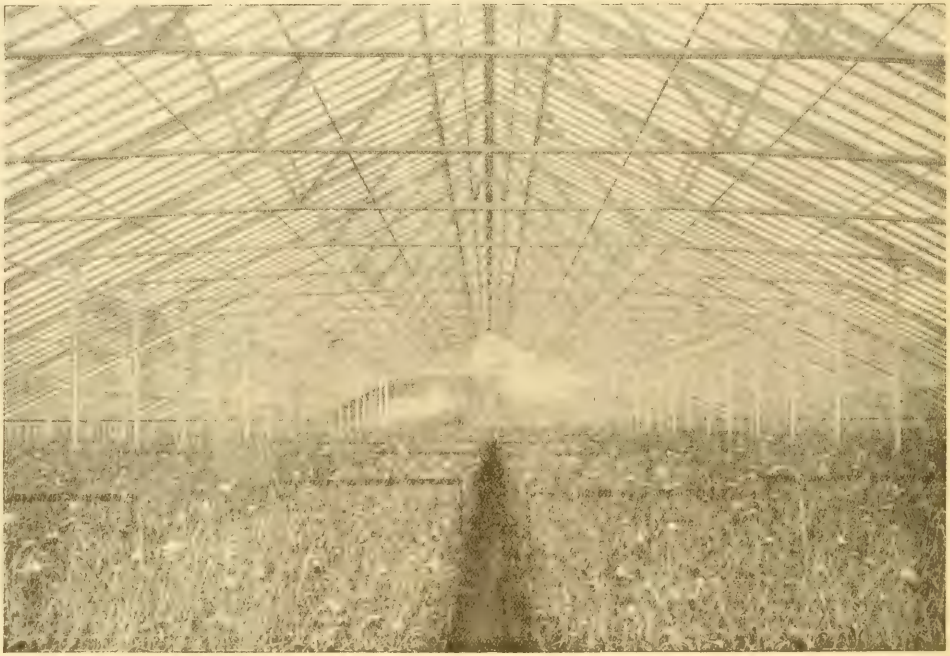
| | | |
|---|---|---|
| Tobacco Powder (For Fumigating and Sprinkling Combined) | $4.00 | 100 lb. sack |
| Tobacco Dust | $2.50 | 100 lb. sack |
| Fumigating Kind | $3.00 | 100 lb. sack |
| Tobacco Stems | $2.00 | 100 lb bale |

Special Prices in Tons and Carload Lots.

J. J. FRIEDMAN
285-289 METROPOLITAN AVE.
BROOKLYN, N. Y.





# The Little Things That Count Big In Owning Your Own Greenhouse

Ever gone into a hat store knowing exactly the kind and shaped hat you want; and then have some smart Alec of a salesman try to sell you the kind HE liked.

Makes a fellow madder than a wet hen, doesn't it?

Suppose, however, that same salesman had told you something about some of his hats that meant better service to you, more satisfaction for your money—you then sort of feel towards the salesman as you would toward an old friend.

Salesman number two is our sort when it comes to selling a greenhouse.
We do sell greenhouses, but we first sell satisfaction.
Furthermore, it's said we have a reputation for pleasant dealing.
You know we go anywhere for business, or to talk business.

Hitchings and Company

**General Offices and Factory: Elizabeth, N. J.**

**NEW YORK**
**101 Park Ave.**

**BOSTON 9**
**294 Washington St.**

Volume XXXV MARCH 10, 1922 Number 5

# Horticulture



## FLOWER SHOW SPECIAL



Here is a full Iron Frame House of our Number Two Construction, that, in four widths up to 40 feet, costs no more than a Semi-Iron House.

# To The Florists of New England
# Build Now

The Convention held at Hartford, Conn., during the week of January 23rd, was most successful.

Everyone had a good time and much good was accomplished. Rose and carnation growers from all parts of the country attended. What was most noticeable was the optimistic tone as to the business outlook.

Lord & Burnham Company believes that business is now on the upward trend.

The orders placed with us during January exceed the combined orders of January and February of 1921, both in number and in value.

What we want to impress on you is that now looks like the time for you florists to build. Materials are low and we have reduced our prices materially. Build now before business gets into full swing. When it does, prices are bound to go up.

We have built hundreds of greenhouses throughout New England and have hundreds of satisfied customers.
We maintain a Boston Office which is equipped to render prompt and practical service.

Get figures and facts and you will be surprised how cheaply you can buy a Lord & Burnham Steel Frame Greenhouse.

**Lord & Burnham Co.**

**Builders of Greenhouses and Conservatories**

IRVINGTON, New York — NEW YORK, 30 East 42nd St — PHILADELPHIA, Land Title Bldg. — CHICAGO, Cont. Bk. Bldg.

BOSTON, 11 Little Bldg. — CLEVELAND, 107 Ulmer Bldg. — TORONTO, Royal Bk. Bldg.

Eastern Factory, Irvington, N. Y. — Western Factory, Des Plaines, Ill. — Canadian Factory, St. Catherines, Ont.

# HORTICULTURE

**March 10, 1922**

We have a complete list of all kinds of hardy plants and we have every facility for handling orders carefully and promptly. Remember this when in need of any hardy plants.

## The Bay State Nurseries

**W. H. WYMAN & SON**

North Abington, Mass.

Price list free

Telephone Rockland 26



## *Valley*

Regular shipments, in quantity, so we are in position to take care of any orders, large or small, splendid, well grown stock at $6 and $8 per 100.

Splendid long strings of Smilax at $1 a doz., or in lots of one hundred or more strings $20 a hundred. This price for immediate acceptance.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.
WRITE FOR PRICE LIST
BUSINESS HOURS: 7 A. M. to 5 P. M.

**S. S. PENNOCK COMPANY**

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. | PHILADELPHIA 1608-1620 Ludlow St. | BALTIMORE Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

## FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time.

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

NEPHROLEPIS ELEGANTISSIMA. Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS MUSCOSA. Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

NEPHROLEPIS HARRISII. 10-in., $5.00 to $7.50 each.

NEPHROLEPIS DWARF BOSTON. 3½-in. pots, $25.00 per 100; 6-in., 75c each.

ENGLISH IVY, nice plants, 4-in. pots, bushy, 25c and 35c each, according to quality.

Packing added extra at cost.

F. R. PIERSON, Tarrytown, N.Y.

WYMAN'S

Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# Peonies With a Lineage

For over fifty years we have been perfecting and developing what we are **PROUD** to call **THE CHERRY HILL STRAIN** of **PEONIES.**

**PROUD BECAUSE WE KNOW** that in offering them to the public it is with the thought that **THE PURCHASER WILL GET HIS MONEY'S WORTH** in stock that has been propagated from plants that have **OUTSTANDING MERITS** of **HARDINESS, VIGOR, FREE BLOOMING QUALITIES** and **FREEDOM FROM DISEASE.**

# Ornamental Nursery Stock

In addition to our **PEONIES** we have a choice line of **HARDY HYBRID RHODODENDRONS, EVERGREENS, AZALEAS, SHADE TREES, FLOWERING SHRUBS, IRIS, PHLOX** and **GARDEN PERENNIALS.**

**QUALITY** and **SERVICE** are our watchwords and a sight of **THOUSANDS OF TREES AND SHRUBS, EVERY ONE A SPECIMEN,** may be seen here. **WE INVITE INSPECTION.** Catalog on request.

# CHERRY HILL NURSERIES

(T. C. Thurlow's Sons, Inc.)

**Not Open Sundays** **WEST NEWBURY, MASS.**

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189[illegible].

Vol. XXXV MARCH 10, 1922 No. 5

## THE TALK OF THE TRADE

I was much interested in some of the matters brought up at the last meeting of the Gardeners' and Florists' Club of Boston in regard to plant propagation and it has been my good fortune to listen during the last month to quite a few discussions and arguments by some of our best carnation growers on the very subjects that were brought out at this meeting. For instance, Mr. Patten's remarks on rooting Pink Delight.

It is a fact that the best of the growers have always found this sort a treacherous one to work with. As Mr. Patten said, one batch may come out fine and there seems to be every reason why the next should do equally as well, but the results may be disappointing. The points that come to my mind which were brought out by the different growers as most valuable in rooting this variety are selection of cuttings and temperature in the sand and in the house. Small cuttings do not seem to strike well. Good sized, plump ones will give the best results; and it seems to be a fact that more heat in the sand is necessary; and it will not stand the same amount of sunshine that most sorts will. It naturally follows that this treatment will give a cutting somewhat softer than under cooler rooting conditions, and that means that Pink Delight must be hardened off carefully before taking from the sand, and then when put into the soil it will take more careful watching or it will wilt down and be a long while in recovering.

To my mind the most important point to watch in the raising of carnations is stem rot, and similar troubles. The past year has been particularly troublesome in this respect. I am firmly convinced that the grower who starts his fight against stem rot and disease in general by looking ahead from the very beginning when he takes the cuttings is the one who meets with the best results. Weak plants can't produce good stock. The conditions in the propagating bed must be carefully watched and it is generally believed that cuttings left in the sand too long and rooted soft will be unhealthy stock right through the season. There is a greater tendency to disease on that stock than where they are rooted with full light and air possible, and not too much bottom heat.

The majority of growers prefer to firm the sand thoroughly in the propagating bed, but a few like the idea of simply leveling the sand well, giving it a good watering and doing away with the pounding altogether. From what I have been able to see and hear, I think the stock taken out of sand that has been thoroughly firmed gives better results, particularly where the cuttings must be shipped. The points Mr. Patten brought out about the taking of cuttings seems to follow well along with the average successful grower. Don't trim tops too severely; use stem cuttings from not too high up on the stem, and avoid the tops and shoots from the bottom of the plant.

Mr. W. D. Howard's remarks on diseases of carnations are particularly important, and I am sure will be read with interest by every carnation man on account of last season and the extreme troubles in the field. The finest fields of carnations to be seen are practically without exception those fields where the cultivator is kept going constantly. The drier the season the more it should be used. But it also follows that a very wet season demands the use of the cultivator as much as is possible. Of course it cannot be worked when it's muddy.

I have found few growers who believe in using the hose for both watering and syringing, but I never yet have found where it didn't seem to me that more harm than good was the result. And I do know that quite a few growers who have gone to considerable trouble and expense to equip that way have discarded the use of water in the field.

I think that very few carnation men had any idea of the number of varie-




New Type of Signboard Being Used in Buffalo

ties that have been introduced, as shown in Mr. Goddard's list, and a lot of the younger growers know of many of these sorts only through having heard the name, and had no idea of their value or even their color.

I hope Mr. Goddard won't mind my suggesting that White Perfection seems to me to deserve a place in his list of varieties of "outstanding merit" taken from his period of 1900-1910. White Perfection is still grown, with very good results, in quite a number of establishments.

Mr. Goddard brought out a good point when he called attention to calling carnations "pinks." It should be discouraged in every way possible.

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Mr. Harold J. Patten, of Tewksbury, calls my attention to a slight error in my comments on the carnation convention at Hartford. It is true, as stated, that most of Mr. Patten's carnations were lost as a result of freezing, only 212 out of the 750 taken to Hartford being suitable for staging. Nevertheless, the vase of 100 Thomas C. Joys which won first prize in the 100-white class was grown and staged by Patten & Co. They did not come from Nashville, although the Joy Floral Co. did stage both Joy and Natalie in separate classes. Mr. Patten, who is nothing if not truthful, wishes it stated that because of the damage which his flowers suffered he could find only ninety that were presentable, the Springfield Floral Co. furnishing the ten blooms necessary to complete the century number.

---

The fact that two very prominent concerns, one the Henry F. Michell Co., of Philadelphia, have taken over the No. 1 proved stock of Pommert's Purity, is enough to indicate the belief of the trade that this gladiolus has a great future before it. As shown in Philadelphia and Washington last August, it won many very favorable comments. Some people seem to have an idea that a white gladiolus cannot be healthy, but this belief has been exploded. Mr. Charles Pommert, of Amelia, Ohio, who introduced Purity, says that in the three acres of the variety growing at his farm last season, not a single diseased plant was found, although the season was unfavorable and some other white varieties were badly affected.

Purity, when shown at the St. Thomas convention of the Gladiolus Society last year, was not at its best, owing to the lateness of the show and the unusually dry, hot summer. Still, it gave a very good account of itself, even at that.

There is no doubt of the fact that the florists are eagerly awaiting a white gladiolus that will fully meet their needs. It is an interesting report that in Cincinnati last season many of the florists used Purity as a substitute for lilies, without having their customers find any fault. This ought to be a pretty good test of any variety.

---

The variety of sweet pea "Mrs. Kerr" has been found to be a dandy fine commercial sort. That lively salmon color takes well. The flowers are large, borne on good stems, carrying when properly grown three or more flowers to the stem. I think it's a wonderful variety, and predict that it is going to be grown largely in the next few years.

---

Much interest is being shown in the new sign board designs being used in and around Buffalo. Some time ago the florists of Western New York decided to elaborate the "Say It with Flowers" slogan so as to link it up more fully with their publicity work. Accordingly, they repainted the boards which had been purchased from the national committee, using a very artistic combination of colors, and supplemented the slogan with additional lines, like "They Succeed Where Others Fail," and the one used in the accompanying illustration. The basket of flowers is done in natural colors. In several instances shrubbery and flowers have been planted around the boards. Green or white lattice work is also being employed in several instances. The boards are paid for by the Western New York Society Publicity Fund and 25 of them have been erected in prominent locations.

## GRAY SUCCEEDS VICK

### Boston Gets Annual Sweet Pea Convention

President Sperling of the American Sweet Pea Society has appointed William Gray to the vacancy caused by the resignation of E. C. Vick, who felt compelled to give up the secretaryship owing to pressure of business. Mr. Gray was formerly secretary for several years and is well known as a good grower as well as a good secretary.

The invitation of the Massachusetts Horticultural Society to hold the Fourteenth Annual Exhibition and Convention in Horticultural Hall, Boston, has been accepted and the Exhibition will be held in conjunction with the combined Rose and Sweet Pea Show of the Massachusetts Horticultural Society on June 24th and 25th.

## MARKET CONSOLIDATION

### New Building Probably Will Be Erected in Back Bay, Boston

Preparations for consolidating the flower markets of Boston are going forward rapidly. There seems to be no doubt but that the two markets will come together the first of January. Probably the Flower Exchange will buy out the Co-operative, as the simplest way to carry the project through. Everything points to the erection of a new building for the florists in Back Bay, several sites around Park Square having been considered.

## BOSTON NOTES

Mr. Sidney Hoffman has found a new way of advertising. He is distributing packages of dainty after-dinner mints, with his name printed on the back of the wrapper. The mints proved very popular at the recent banquet of the newly formed alliance when Mr. Hoffman distributed them with a liberal hand.

Newman, the Tremont street florist, and one of the city's old-timers in the trade, suffered a small loss by fire recently, but his business has not been greatly interfered with.

Mr. Charles E. Evans, the well known florist of Watertown, Mass., has the sympathy of his many friends in the loss of his wife, who died recently very suddenly.

## ALLIED FLORISTS OF NEW YORK

The Allied Florists' Association, of New York, is continuing very active, and a big drive is being made on subscriptions. Mr. Traendly, the wholesaler of 26th Street, was the first to send in a perfect score. Mr. Bagley, of 18th Street Market, reports 75 per cent of his list pledged to carry out their last year's subscriptions through 1922. Mr. Rigby, of 28th Street, although just back from a short trip, has 40 per cent pledged. Mr. Schloss has 85 per cent from the supply houses. The retailers in general are very enthusiastic about co-operative advertising. As to their financial pledges they are but waiting to use the most practical method that the coming mass meeting brings.

---

Mr. A. M. Henshaw, president of the Allied Florists' Association of New York, is expected back from England in the near future.

# SIGNING UP

## Almost a Hundred Names on the New England Florists' Alliance List.

With the new secretary of the recently formed New England Florists' Alliance, Eugene M. Naukam, installed in his office at 77 Summer Street, encouraging progress is being made. Secretary Naukam is getting about in the trade and making friends wherever he goes.

The new office itself will make an excellent headquarters for the florists of New England. Secretary Naukam says that they will be welcome there at any time, and can make appointments as far ahead as they like. Mr. Naukam himself has to be out in the field much of the time, but the office will be open all day. The location is very easy to remember, as it is Room 77, on the seventh floor of No. 77 Summer street.

Within a short time another get-together banquet is to be held, at which all branches of the trade will be represented. The number of florists who have signed up has reached almost a hundred. The complete list at this writing is given below. The initial letters show the branch of the trade with which the members are connected, as follows:

| | |
|---|---|
| G | GROWER |
| R | RETAILER |
| R-G | RETAILER AND GROWER |
| W | WHOLESALER |
| CS | COMMISSION SALESMAN |

### The Names

G. C. Anderson & Sons, 144 Warren St., Arlington (G).
Charles T. Beasley & Co., 577 Adams St., Quincy (G).
Becker's Conservatories, 1730 Cambridge St., Cambridge (R).
Boston Floral Supply & Snyder Co., 15 Otis St., Boston (W).
Boston Flower Co.—L. Fishelson, 464 Main St., Malden (R).
B. A. Brownstein, 114 Canal St., Boston (R).
J. T. Butterworth, 2 Clinton St., Framingham (R-G).
The Buxton Greenhouses Inc., Concord St., Nashua, N. H. (R-G).
Arthur F. Capers, Weston Rd., Wellesley (G).
H. F. Clader, 118 Neponset St., Norwood (G).
Donald Carmichall, Worcester St., Wellesley (G).
Carbone Inc., 338 Boylston St., Boston (R).
B. Caro, 36 Temple Pl., Boston (R).
James A. Cartwright, Cartwright Rd., Wellesley (G).
A. Christenson, 1 East St., Stoneham (G).
J. M. Cohen, 260 Devonshire St., Boston (CS).
Henry R. Comley, Terrace Hall Ave., Burlington (G).
Daniels & Hecht, 156 Summer St., Boston (R).
Dolansky McDonald Co., Winthrop Sq., Boston (W).
Frank Edgar, Trapelo Rd., Waverley (G).
W. H. Elliot & Sons Co., 120 Breck Ave., Brighton (G).
Chas. B. Evans, 672 Main St., Watertown (G).
M. W. Farr, 59 West St., Reading (G).
Max Fishelson, 25 Charles St., Boston (R).
N. Fishelson & Co., 14 Huntington Ave., Boston (R).
Arnold Fisher Co., 58 Wyman St., Woburn, Mass. (G).
Fisher Florist Inc., 104-106 State St., New London, Conn. (R).
Peter Fisher, Ellis, Mass. (G).
John P. Fitzgerald, 23 Huntington Ave., Boston (R).
William F. Galgay, 718 Mass. Ave., Cambridge (R)
Clarence S. Galligan, Washington St., N. Easton (G).
Thos. F. Galvin, Inc., 1 Park St., & 549 Boylston St., Boston, Mass. (R).
Samuel J. Goddard, 37 Main St., Framingham (G).
Wallace N. Greenwood, 261 Meridian St., E. Boston (R).
Maurice Hambro, 260 Devonshire St., Boston (CS).
Wm. Hannan & Son, 417 Codman St., Dorchester (G).
Robert C. Harris, 309 Somerville Ave., Somerville (R).
Hoffman Florist, 61 Mass. Ave., Boston (R).
C. E. Holbrow, Brighton, Mass. (R-G).
Frederick W. Holbrow, 303 Harvard St., Boston (Dor.) (R-G).
Houghton-Gorney, 119 Tremont St., Boston (R).
Arthur Hans, 399 Washington St., Woburn (G).
C. B. Johnson, 141 Burlington St., Woburn (G).
H. Kolow, 167 Summer St., Boston (R).
Lawely & Bond, Holbrook, Mass. (G).
Roderick H. Mackinnon, Worcester St., Wellesley (G).
Albert F. Mahegan, 10 Norfolk St., Cambridge (R).
Letterio Martino, 11 Woodlawn Ave., Everett (G).
Fred D. McKone, 12 Wyman St., Woburn, Mass. (CS).
Alice B. Merrill, 1314 Beacon St., Brookline (R)
William N. Morris, Weston Rd., Wellesley.
John E. Nelson, Prospect St., Framingham Cts. (G).
J. Newman Sons, Inc., 225 Tremont St., Boston (R).
Newton Rose Conservatories, Newtonville (R-G).
Wm. R. Nicholson, 263 Magnard Rd., Framingham (G).
Norberg Bros., Magoun St., N. Cambridge (G).
John J. O'Brien, 67 Beacon St., Boston (R).
Paine Bros., High St., Boston (G).
F. E. Palmer Inc., 220 Washington St., Brookline (R-G).
Patten & Co., Tewksbury, Mass. (G).
Penn the Florist, 124 Tremont St., Boston (R).
Pierce Bros., Waverley Oaks Rd., Waltham (G).
Charles H. Rice, Bedford St., Lexington (G).
Robbins Bros., 636 Mass. Ave., Cambridge (R).
Henry M. Robinson Co., Inc., 1 Winthrop Sq., Boston (W).
T. Roland, Nahant (G).
Harold A. Ryan, 581 Mt. Auburn St., Cambridge (R-G).
Earl Shipman, 260 Devonshire St., Boston (CS).
William Sim Cliftondale (G).
Wm. C. Stickel, 77 Bedford St., Lexington (G).
Symphony Flower Shop, 240 Huntington Ave., Boston (R)
Martin E. Touhy, 108 Bedford St., Boston (R).
James Wheeler, Worcester St., Natick (G).
Edward Winkler, Wakefield (G).
Edward Wood, Lexington (G).
Wax Bros., 44 Temple Pl., Boston (R).
Julius C. Zinn, 4 Park St., Boston (R)

Jack Clebrick, who recently opened a flower store at Lynn, Mass., reports excellent business. His brother Israel and his father are working with him to make the venture a success.

## NEW ENGLANDERS AT THE INDIANAPOLIS SHOW.

New England is to be well represented at the National Flower Show in Indianapolis. Thomas Roland, of Nahant, who has probably the finest collection of acacias in New England, will make a large display. A. N. Pierson, Inc., will enter a car load of stock, including flowering plants and blooming roses. The Piersons will also have an exhibit in the One Thousand Cut Roses class.

Among the other New Englanders who will exhibit are several leading carnation growers, including Samuel J. Goddard and W. R. Nicholson, of Framingham; M. A. Patten, of Tewksbury; William Sims, of Cliftondale; W. D. Howard, of Milford; and C. A. Strout, of Biddeford.

## WATSON ON MR. BRECK'S RETIREMENT

Philadelphia, March 4, 1922.

Gentlemen:—I was very much interested in seeing the account in your issue of Feb. 25th of the retirement of Charles H. Breck of Boston after a half-century of faithful service. My early sojourn with his great house in Boston—the four years from 1884 to 1888—gave me my first grounding in American horticulture, to add to my younger experience of eight years in the seed trade of the old world. I can well remember how prompt Mr. Breck was to take advantage of new suggestions and, among many other things, how his firm was the first to introduce the new Eckford sweet peas in the United States. A few years later Wallie Burpee got wise on the same subject, and he often told the writer afterward that he first got his enthusiasm from the Breck publications. Now the house of Burpee, with its George Kerr and other enthusiasts, pretty nearly leads the world on sweet peas.

GEORGE WATSON.

## FARQUHAR COMPANY OFFICERS

The R. & J. Farquhar Co., of Boston, which occupies a prominent place in the seed and nursery trade, has elected a new set of officers as follows: President, Alexander P. Dewar; Vice-president and secretary, George Cruikshank; Treasurer, Victor E. Nelson. All these gentlemen were connected with the firm under the management of the late John K. M. L. Farquhar, and are thoroughly familiar with all its details. They report a very good business so far this season, with a most favorable outlook.

# FLOWER SHOW ARRANGEMENTS

## FIFTH NATIONAL FLOWER SHOW

The work of preparation for the Fifth National Flower Show, to open in Indianapolis on March 25, next, is remarkably well advanced. The local committees are well organized and, owing to the emergency nature of most details, there are committees covering every phase of the exhibition.

Some of the larger exhibits promised for Cleveland will be staged at Indianapolis along the lines originally planned, among them the following: Bulb Garden, by the Wayside Gardens, West Mentor, O.; Bulb Garden, by Walter E. Cook, Cleveland, O.; Rose Garden, by Merkel & Sons, Mentor, O., and a Rose Garden by the Daisy Hill Farm, Chagrin Falls, O.

Another large garden will be one the State Florists' Association of Indiana will stage.

The space taken in the trade section by the A. L. Randall Co., of Chicago, approximates almost one thousand square feet and, as previously noted, will be used for the staging of an up-to-date flower shop, containing the latest ideals in the way of auxiliaries and fixtures. The Lord & Burnham Co., Chicago and New York, also are among those who have taken large spaces, their reservation covering one thousand square feet, in which they will stage a most comprehensive exhibit covering greenhouse construction and equipment.

A rate of one fare and one-half for members of the S. A. F. and O. H., and affiliated organizations, attending the adjourned meeting of the Society in Indianapolis, in connection with which the Fifth National Flower Show is held, has been granted by the Central Passenger Association, and the Trunk Line Association, and the arrangement will be concurred in by the other passenger associations. The rebate is conditional upon 350 making the trip, including members and dependent members of their families.

## EXHIBITORS AT INDIANAPOLIS

It is announced that A. L. Miller, of Jamaica, N. Y., past president of the S. A. F., will have a fine exhibit of flowering plants at the Indianapolis Show. Mr. Miller may always be depended upon in an emergency like this.

Henry A. Dreer, Inc., of Philadelphia, and W. K. Harris, of the same city, are to have a car of palms and specimen ferns. F. R. Pierson, of Tarrytown, N. Y., who has one of the finest collections of fancy ferns in existence, will send a car load of them to the show.



**Erwin Bertermann**
Chairman of Indianapolis Flower Show Committee



**Claude Wallin**
Exposition Director


***A HEARTY WELCOME AWAITS YOU***

Do you remember—
The good old days when New Year's Calling was the thing?
Do you remember—
The open house and the warm welcome as you crossed the threshold?
Those days are gone, but the genuine spirit remains, and

***A. L. MILLER***

invokes it at Jamaica during the week of the New York Flower Show, March 13 to 19.


Among the rose growers who will have large displays are John H. Dunlop, of Toledo, Canada, and E. G. Hill and Joseph H. Hill, of Richmond, Indiana. W. A. Manda, of South Orange, N. J., will have one of the most interesting exhibits at the show, including rare horticultural novelties. Mr. Manda, as is well known, has one of the best horticultural collections in the country, and it is good news indeed that he is to have a part in the Indianapolis exhibit.

One interesting feature of the show will be an aquarium in which will be a collection of alligators from H. Wiegand & Sons, of Indianapolis.

Plans are being made for a Chicago Day, a Cleveland Day, an Indiana Day and a Chamber of Commerce Day.

## THE NEW YORK SHOW

### Everything Ready for the Greatest Exhibition Ever Held in the Big City

Arrangements for the Ninth International Flower Show at New York are completed. The Show will outshine all its predecessors, both in quality and magnitude of exhibits.

Innovations are plentiful this year. Realizing that the public is always interested in anything showing possibilities for a more extended use of flowers, the Flower Show Committee spared no effort to create interest. A feature to be inaugurated this year will be found in altar and pulpit decorations. Liberal space has been apportioned to an exhibit demonstrating floral decorations in churches, confined, of course, to the altar and pulpit. Clergy of all denominations have for a number of years regretted the absence of flowers in the services of their different churches and it might be said that the suggestion for this form of exhibit came directly from pastors. The decorations will be carried out by florists, different decorations for each day of the Show. The auxiliaries for the different settings will be somewhat standard in character, but the series of exhibits will be wholly undenominational in character.

Another feature is a duplicate representation of the wedding bouquet of Princess Mary, used at her nuptials in Westminster Abbey, London, on February 28.

# HOW TO HANDLE PEONIES

When Memorial Day, May 30th, arrives, the peony does more for the honor of the day than any other flower. The call for peonies on Memorial Day grows louder and louder each passing year, and it holds its own with the flower loving public in June and July, and thanks to our fellow member, Mr. George Klehm, of Arlington Heights, Ill., who discovered and inaugurated the cold storage system for peony buds some twenty-five years ago, the peony season was extended another month or well along into August.

When the buds show color and begin to soften the cutting must begin, leaving two or three leaves on the stem to preserve the vigor of the plant. As fast as cut the buds should go to the packing room or basement, which should be as cool as possible, in bunches of thirteen each, placed in wood or paper boxes weighing not over eighty pounds each when packed and shipped by express or parcel post at once. If the buds reach their destination in thirty to forty-eight hours they ought to be in good condition, depending on the buyer's treatment to continue the opening process. I have shipped them to Massachusetts with no loss, Festivia Maxima at that, which variety is just a little hard to handle.

Last, but not least, what is the price you realize for the crop? The three acres I cut last year, not all of which were in full bearing, yielded approximately thirty thousand buds that were shipped into fifteen states and realized from $900 to $1,000. The fields were from three to five years old and contained in round numbers 14,000 plants. The increase in plants, counting only one plant or extra division, would add a yield of 14,000 to the yield of the season, and figuring the lowest value of 15 cents per plant means an additional asset of $2,100. All this happened on land that would grow a good crop of corn, potatoes or cabbage. A heavy dressing of barnyard manure, twenty-five to thirty tons per acre, was added six months before planting, no fertilizers used after planting. Heavy manuring would increase the crop of buds, but induce overgrowth and also encourage scab, root-rot and decay, as well as peony leaf and bud blight.

As we can no longer look to Holland and France, with the exception of special varieties by special permit, I procured all my planting stock prior to Quarantine 37 from those countries. It's up to me now to grow my own planting stock, or pay double or treble prices for plants that are not nearly as good as those grown in Holland or France.

Just one word about the new and high-priced varieties: You will ask me, why do you pay from $1.00, $5.00 to $15.00 per plant for new varieties when you have placed a valuation of 15 cents each on your own plants. If we want anything better, some one must work and strive for an improvement. Dame Nature is reluctant when it comes to permitting improvements, and he who delves in and works with the forces of nature and uncovers a gem should have a fair price for his efforts. We all know fairly well what Mr. Burbank has accomplished, but only a very few, if any, of us know the amount of hard work doing the same thing over and over again sometimes for years and years before a real jewel is wrung from the laboratories of nature. What is true of Mr. Burbank is also true of the twenty to twenty-five men who have worked long, hard and faithfully for the past century, developing the peony. While thousands of florists have profited by their productions filling the hands of millions with flowers and delighting the hearts of all.

L. F. Dintelmann at Illinois Nurserymen's Convention.


# PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Fall Catalog*

**Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.**

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street

East Bridgewater, Mass.



# GLADIOLUS

## POMMERT'S PURITY

### Offered This Season for the First Time

All the No. 1 proved stock of this splendid gladiolus has been taken up by the J. M. McCullough's Sons Co., of Cincinnati, Ohio, and the Henry F. Michell Co., of Philadelphia, Pa., who can now supply the bulbs and to whom you should write for prices.

We still have a few thousand No. 1 bulbs of Purity containing in mixture about fifteen per cent of our improved America. We are offering these bulbs at $10.00 per hundred.

The description of Purity is as follows: Pure white, as large as America and blooming at the same time. In vigor and productiveness it is unsurpassed by any variety of any color. Moreover, it is the best shipper and the best keeper of any gladiolus with which we are acquainted. In other words, it is a real florists' flower. Cincinnati florists have been using this variety to take the place of lilies for the past two seasons, which gives an idea of the manner in which it appeals to the trade. Without doubt it will become just as popular among the florists in other cities, and with good reason.

Pommert's Purity was given the highest award by the judges at the recent convention in Washington, D. C. Blooms that had been cut a full week and which had been exhibited at the convention hall for three days were still good enough to be used as a gift to the president of the United States by the ladies of the Society, at the Chief Executive's reception. It would be hard to find better proof of Purity's staying qualities.

## GLEN MARY FISH FARM

### AMELIA, OHIO

**JOHN POMMERT, Manager**


P. S. This new variety was exhibited in Philadelphia and was reviewed in the "Watson's Corner," page 58, of the August 10 number of Horticulture. As there stated, there are many fine whites, but Purity not only has all the good points of the others, but is more prolific in addition, and it is the dollar per square foot that tells the final tale from the florists' standpoint.

# —HORTICULTURE—

Established by William J. Stewart in 1904

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SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**SAYS SAM: The fellow who makes good has got to keep his mind and his body moving at the same time, and in the same direction.**

**Flower Shows.** There are many people in the trade who as yet do not realize the value of flower shows as business promotors. If they did, they would be more enthusiastic and would give these shows greater support. These remarks do not refer by any means to the big shows exclusively. They apply as well to the small exhibits, hundreds of which are held at different times all over the country. All too often florists are not represented either by exhibits or personally. We believe that this is a mistake, and that every flower show, no matter what its nature, should have the united support of the commercial florists.

A writer in the Horticultural Trade Journal makes several pertinent observations in this connection when he points out that the interest aroused by such shows is certain to be reflected by greater prosperity to the trade. When this writer goes further, however, and argues that various extraneous features should be added to flower shows for the sake of attracting a larger attendance, we do not feel that we can follow him. He believes that instead of more liberal prize money there should be a greater variety of entertainment. This sort of thing may serve its purpose across the water, but in this country we believe the flower shows should have only one purpose, and that is to serve the interests of the man and the woman who is interested in gardens and garden making, or in the growing of flowers under glass. Attractions of a foreign nature are to frowned upon, even though they might help to increase the attendance. There is no knowing where such a tendency might lead. We can even imagine that, in the end, the space between the exhibitors' tables might be used for dancing to the measures of a jazz band.

**Worth Pondering.** A man who serves the florist trade has made several statements which are worthy of elaboration. Let us take them in their order. He is discussing trade organizations and the duties of those employed in different positions. He says:

"No secretary worth his salt cares how much the members write to him."

That statement is true and suggests the great importance of obtaining a secretary of ability, tact and friendliness for every organization which sets out to accomplish a definite undertaking. To a large extent the secretary can make or ruin an enterprise of this kind. The right kind of man is to be prized highly and paid accordingly.

The second statement is:

"The federation spirit is not an inherent quality in most men. It can only be developed by service."

The truth of that statement is apparent to every man who has had anything to do with the development of organizations for the benefit and advancement of the florist business. It is the nature of most men to keep their business affairs to themselves. If they have been brought up in the old school of business, where cut-throat methods prevailed, and where every man's hand was against his neighbor, he is likely to regard suspiciously any effort to link up his commercial fortunes with those of his fellows in the trade. It is only when he has learned by observation and reflection that the old ideas have been shed like a reptile's skin by every present day organization which has taken a long step forward that he becomes ready and willing to assist in a co-operative movement. It is the federation spirit above everything else which must be fostered in the florist trade today.

Then there is the final statement as follows:

"There are still growers who throw their money to their trade organizations as they would a bone to a dog."

This is the truth expressed more baldly than is usually the case. While many of the foremost men in the business pay their assessments with alacrity and satisfaction, realizing that they are simply making an investment which will return to them a hundred fold, yet other men who have not been baptized with the water of co-operation and mutual helpfulness, dole out their coin with a regret that is all too apparent, and sometimes with a niggardliness which excites remark. Now anyone in the trade has a perfect right to conduct his business affairs as he likes, to work in double harness or go it alone, according to his inclination, but if a man is going to participate in the forward movement of the day, let him by all means do it joyfully and without restraint, knowing that the attitude which he assumes is of as great importance as the actual cash transaction.

# GRAFTED ROSES

Once again we remind you that we are grafting Roses. We have a big lot of very fine Manetti and can take care of your requirements.

PREMIER — MRS. AARON WARD
COLUMBIA — MILADY
BUTTERFLY — FRANCIS SCOTT KEY
DBL. WHITE KILLARNEY

are the big sellers of the year. **We have them!**
Let us hear from you!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


## PASSING OF JUDGE MAREAN

### A Warm Tribute from His Close Friend, John Scheepers

The passing of Supreme Court Justice Josiah T. Marean, while he was sojourning, in Winter Park, Florida, has brought to a large number of persons in all parts of the country a keen sense of bereavement. Many who had come within the sphere of his gentle and gracious personality, yet knew and felt the force of the happy philosophy which ruled his life, feel a keen sense of loss.

By his going the horticultural world has lost a commanding power, for in his chosen field the Judge had no peer. Always a lover of flowers and out-of-doors, Judge Marean has for the past fifteen years devoted his knowledge and skill exclusively to the glorification of the dahlia. In his lovely private gardens at "Daybreak," Green's Farms, Connecticut, he has worked patiently, ardently, but with sure and discriminating touch, to bring forth every latent beauty of this splendid flower.

The triumphant results are known to all the flower-loving world. Almost it has seemed that among his tools in the "green workshop" at Daybreak there must have been a magician's wand, for surely magic was wrought miracles of color and form, and such perfection of finish as has never before been even dimly approached in the development of the dahlia. Each year fresh wonders were accomplished to the astonishment and delight of an ever-growing audience of admirers; each year it seemed possible for the tranquil worker to transcend perfection.

And now that the last wonder has been wrought, the tools laid aside, there is solace in the thought that in great and little gardens throughout the land the beauteous flowers, called into being by his love and skill and prepared for future development, will bud and unfold, like the pages of an immortal book, carrying his name down the years in honor and affection, thankful for his loving foresight to carefully arrange for the continuation of his great work, following his principles in every way. And even the earth will hold him tenderly who brought it to such noble ends.

The philosopher of "Daybreak" counted his friends among all classes, and his unfailing kindness to all who sought his advice or laid claim upon his time will not soon be forgotten.

Sunshine was he in the winter day;
And in the mid-summer coolness and shade.

JOHN SCHEEPERS.


**Rhododendron Maximum**
**Kalmia Latifolia**
NORTHERN GROWN STOCK
in Carload Lots
NURSERY GROWN
**TSUGA CANADENSIS**
BUY YOUR STOCK DIRECT
FROM THE GROWER
Send for price list.
**The CHARLES G. CURTIS COMPANY**
Callicoon Nurseries
CALLICOON, N. Y.

**FOR SALE**
An Established Nursery on Boston Highway, 40 miles from N. Y. City.—26 Acres, $22,000.
Norwalk R. D. No. 61
Box 243

**STOCK WANTED**
WANTED—Lining out and surplus stock. Hardy Perennials, Shrubs, Evergreens. Quote quantities, lowest cash prices.
**Oak Hill Nurseries**
ARNOLD HARTMANN, Prop.
318 Charles River Road
CAMBRIDGE, MASS.

**Nursery Stock**
Direct from Propagator to Planter. Choice, full of life, True to name Apple trees. One year old, 17 cents. Two year old, 25 cents. Well rooted and Branched Peach, in leading varieties, 2 to 3 feet, 10 cents each, 3 to 4 feet, 15 cents each, 4 to 5 feet, 20 cents each. Pear and Plum in all varieties, 3 to 4 feet at 20 cents each, 4 to 5 feet, 25 cents each. Cherry Trees in 4 to 6 feet, 50 cents each. One year, 2 to 3 feet, 35 cents. Grape, 2 year, No 1 15 cents each or $10.00 per 100. Strawberries, all varieties, $5.00 per 1000. Rhubarb, strong roots, 10 cents each or $8.00 per 100.
All colors of Rambler Roses at 25 cents each or $2.50 per doz. Monthly Roses in all colors and variety, 50 cents each or $5.00 per doz.
Am now booking Spring orders for early shipment which insures an early start in growth, please get your order to me early with one-fourth amount of your bill, balance when Stock is ready for shipment, which is generally March 1st to April 1st. Special prices on large orders, write for list. Avoid the Nursery Agent and save from 50 to 75% on your needs. My customers are repeaters, give me a trial order and be convinced.
**THOMAS BEAN, Nurseryman**
Station A
LEAVENWORTH, KANSAS

**Choice Orchids**
HYBRIDS
Laelia-Cattleyas, Brasso-Cattleyas, etc.
**G. E. BALDWIN & CO.**
Mamaroneck, N. Y.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

The Lenox Horticultural Society has created something of an innovation by electing the wives of the members to honorary membership in the society. Now the ladies attend the meetings and exhibit at the shows. Women are coming more and more to take an active part in Horticultural matters and there seems to be no good reason why they should not attend the meetings of organizations devoted to such matters. Perhaps the example of the Lenox Society will be followed elsewhere.

The Lenox Society, by the way, is one of the most active and progressive organizations of the kind in the country. Moreover, it has many large and well equipped plants to draw upon for its shows, which is a great advantage. It is particularly rich in orchids and its membership includes such well known orchid growers as Oliver Lines and A. J. Loveless. At the annual fall show Mr. Lines, who is superintendent for Mr. A. N. Cooley, put up an orchid exhibit which aroused much comment. Indeed, it has been described as the best exhibit ever staged by a private gardener in America. Quite properly it was given a gold medal, the first ever awarded by this society.

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Another organization which has become famous for its exhibits is the Horticultural Society of Tarrytown, N. Y. This society, too, has many fine estates to draw upon and always has the corporation of Mr. F. R. Pierson, one of the best known commercial growers in the country. Mr. Pierson appears to pride himself upon the quality of the exhibits which he makes at the shows of this society. The annual banquet of the Tarrytown organization is always a big event and one attended by prominent people from far and near.

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I wonder why the turquoise berried vine (Vitis heterophylla) is so seldom seen on estates in this country. It is an extremely attractive and useful hardy climber from North China and Japan. It grows rapidly, is easily trained, and has very pretty fruits. It is particularly interesting to watch the ripening and coloring of these fruits, which look much like beads. First they are bright green or dull purple, but presently become rich purple, and sometimes a real peacock blue. Then they turn to a rich turquoise blue. This is a vine which is not at all difficult to handle, and which has a distinctive appearance which ought to have recommended it highly.

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Among the interesting novelties introduced by Dreer for 1922 is a California poppy in an entirely different color from that heretofore seen. It is called Purple Glow and has a bright reddish purple hue. It is by far the darkest shade yet obtained in this lovely annual. Scarlet Beauty is another new California poppy and, as its name indicates, is scarlet throughout.

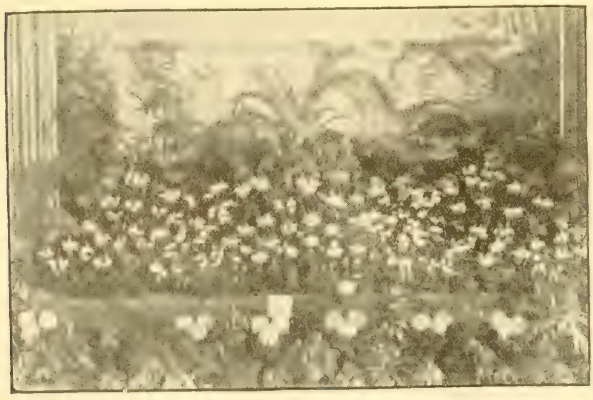
While the annual larkspurs do not possess the stately beauty of the perennial kinds, they are still handsome and useful. A new variety, called Exquisite, is especially to be desired because of its soft rose color, a color that is entirely new in this section. It should prove a particularly handsome annual for cutting and house decoration.

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A new trailing rosé called Max Graf, being put out by Dreer, promises particularly well. Probably it is a cross between Rosa Rugosa and Sitegera, and while it will climb well, it is valuable for a ground cover, nestling close to the ground like the Wichuriana varieties. It has fine glossy foliage, held very late in the season, and seems immune to mildew, while it is perfectly hardy. The flowers are single and bright pink, with petals somewhat crimped. People who are fond of highly scented roses will be pleased with the new California hybrid tea called Fragrant Bouquet, which was originated by Howard & Smith. It grows in a compact form, and has medium size flowers, delicate pink in color, with golden yellow at the base of the petals. It is remarkably sweet scented. Another new rose from Howard & Smith, which Dreer catalogues, is called Mrs. William C. Eagan, and has large flowers in two-tone pink. As planted in the garden of Mr. Eagan, for whom it was named, on the shores of Lake Michigan, it has proved exceedingly floriferous.

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I haven't the time to bother with hotbeds, but I set a great store by my cold frames, using them spring, summer and fall. No glass is used. The sashes are filled with a prepared cloth, which is just as satisfactory, and which does not splinter into fragments if my fingers slip. Moreover, its cost is small compared with that of glass. I make a secondary use of this glass substitute, too, in a way which may be worth telling about. The sashes are very light, of course, so that I can move them without difficulty. Now it often happens that a sudden rainstorm comes up in the spring, which is a blessing to the plants in the frames, but much less favorable to the well-being of my young chickens. Accordingly I shift the sashes to the yards where the youngsters are running, keeping them dry and safe without the necessity of shutting them into their houses. While the prepared cloth is not transparent, it lets the light through almost as freely as glass, and yet excludes every drop of water.



A. N. Cooley Orchid Exhibit at Lenox

## MISUSE OF SLOGAN

### Furniture Dealers to Drop "Say It With Flowers."

Chairman Henry Penn of the National Publicity Committee has received a very interesting letter showing that the Furniture Dealers are to drop the slogan "Say It with Furniture." The florists took up the matter with the associated advertising clubs of America, and the results are most satisfactory. The letter to Mr. Penn reads as follows:

Dear Sir:—

We are writing to you in further reference to your letter of December 16th, 1921, in which you called our attention to the misuse of your slogan by certain furniture manufacturers.

Today we have a letter from Mr. R. W. Lyon of the American Home Bureau, in reply to a letter which we addressed to Mr. Robert L. Jordan, of Chicago, stating that he regretted very much the use of this slogan, and that his office would gladly co-operate in attempting to wipe out its use, because he feels that it is absolutely unfair, and not at all in harmony with their ideas of conducting a publicity campaign.

We will continue to work for the abolition of this misuse of your slogan and hope, with you, that it will soon die of its own weight.

Most truly yours,
Associated Advertising Clubs,
M. L. Smith,
National Vigilance Committee.


# PLANTS
## FOR THE HARDY GARDEN

We have a splendid collection of the following varieties suitable for spring planting.

**IRISES LILIES LARKSPURS**
**CAMPANULAS HOLLYHOCKS PHLOXES**

Also Conifers and other Hardy Shrubs. Over 100 acres devoted to Nursery Stock. A complimentary copy of our 1922 Garden Annual mailed on request.

## R. & J. FARQUHAR COMPANY
**6 SO. MARKET STREET BOSTON, MASS.**





## FLOWER SHOW SPECIAL

Don't forget the dates for the great National Flower Show at Indianapolis: — March 25th to April 1st. Opens on a Saturday, closes on a Saturday. Eight days of Enthusiasm for the Advancement of Horticulture. We will be there with an exhibit and wish to meet you.

Our stocks of Ribbons, Baskets and Florists' Supplies were never finer than at present, and we can take good care of your orders at lowest market prices. Let us hear from you.

## S. S. PENNOCK COMPANY
THE WHOLESALE FLORISTS OF PHILADELPHIA

NEW YORK 117 W. 28th St. | PHILADELPHIA 1608-1620 Ludlow St. | BALTIMORE Franklin & St. Paul Sts.
WASHINGTON, 1216 H. St., N. W.


## THE APRIL 19TH CONFERENCE

### Its Purpose is to Allow a Full Discussion of Quarantine Matters

Just as we go to press we have a letter from Mr. James McHutchison of New York containing the copy of a letter which he wrote to H. C. Wallace, Secretary of Agriculture, inquiring the particulars of the conference to be held in Washington, April 19, also the reply of Secretary Wallace, which contains the following paragraph:

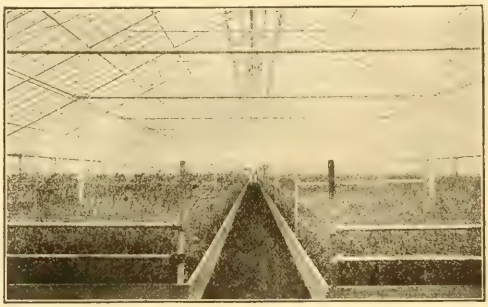
"You are advised that the plant quarantine conference called for April 19 is not a public hearing preliminary to quarantine action, but is to be simply a conference to enable this department to secure additional and needed information on subjects covered, and to give all persons interested an opportunity for full and free discussion."

This is a very important statement of Secretary Wallace, in view of which there is likely to be a very large attendance at Washington. In any event, as Mr. McHutchison says, the trade can now co-operate with the F. H. B. in a full and free discussion.

## DEER LEAPS INTO GREENHOUSE

Bennie Armarillo, while pruning carnations at the Batley greenhouse at Maynard, Mass., had a thrill when a young deer crashed through the glass roof and landed a few yards from where he was at work. As he attempted to catch the doe, it leaped on a bench and from there went through the glass side of the structure.

# King
# GREENHOUSES



PATTEN & COMPANY
CARNATION SPECIALISTS
TEWKSBURY MASS.

January 18, 1917.

King Construction Company,
North Tonawanda, N. Y.

Gentlemen

Relative to the house, 42 x 200 feet just completed by your firm for us, we wish to state we are much pleased with the light, airy interior, and the strong, rigid frame. The house is well built and braced, at the same time casting a shade barely discernible.

We are naturally proud of this house and pleased with the treatment accorded us by your firm, and we thoroughly appreciate the care exercised in all the details of the construction.

We hope to have this house continued sometime about 175 feet longer, and of course will have "King Construction".

Yours very truly,

Patten & Company.

HAROLD J. PATTEN
PATTEN & COMPANY
CARNATION SPECIALISTS
TEWKSBURY MASS

January 20, 1922.

King Construction Co.,
North Tonawanda, N. Y.

Gentlemen

Enclosed herewith, is the signed contract for one King Iron Pipe Frame Greenhouse, 42 feet wide by 140 feet long.

In 1916 you erected for my father, the same style house 42 x 200 feet. It has proved so satisfactory that I will extend same to 350 feet.

This proposed extension is necessary to house 20,000 plants of NATALIE, a new pink carnation to be disseminated in 1923 by The Joy Floral Co., of Nashville, Tenn. NATALIE was named for my little daughter and as I will represent their interests in the North, the greater part of the stock will be planted in the present and proposed extension of the King house.

Very truly yours,

Harold J. Patten

PATTEN & COMPANY

Nothing could be added to this convincing proof that King Constructed Greenhouses have won and are winning on the merits of Proved Performance. The success of Patten & Company as Carnation Specialists is unquestionable. This success is due principally to good business judgment.

In 1917 they were first sold on King Houses after experimenting with other houses for years. Five years of successful performance proved to them that King Constructed Greenhouses not only produced more and better Carnations but offered to them an opportunity of carrying out their program of featuring the new and wonderful Pink Carnation "Natalie."

King Pipe Iron Frame Greenhouses are built in all widths, even or uneven span and are used extensively by many leading growers throughout the Country. The posts, purlins, rafters and bracing are all steel pipe and make a complete skeleton frame independent of the woodwork. The pipe posts are of a size depending on the width of the house. Purlins laid on top of rafters are held in place by special malleable castings and U bolts. Rafters cut to uniform lengths and assembled with strong malleable iron fittings. The well designed bracing will withstand the most severe wind attacks and snow loads. Close placing of the purlins permit light sash bars. These bars admit maximum light and still possess ample structural strength. For light, strength and growing features these houses are unexcelled.

King Houses are the leaders also in the wide steel houses and the less expensive semi iron frame greenhouses. Write for descriptive catalog.

*When you think of good greenhouses, think of KING*

**KING CONSTRUCTION COMPANY**

GENERAL OFFICES: NORTH TONAWANDA, N. Y.

| NEW YORK CITY | PHILADELPHIA | BOSTON, MASS. | SCRANTON, PA. |
|---|---|---|---|
| 1 WEST 47TH ST. | HARRISON BLDG. | BOARD OF TRADE BLDG. | 307 N. IRVING AVE. |
| TELEPHONE BRYANT 809 | TELEPHONE SPRUCE 6521 | TELEPHONE CONGRESS 315 | TELEPHONE 4136 |

## ADVERTISING and SELLING

### FULL WINDOWS BEST SELLERS

Show windows which display a large amount of goods apparently bring better results than those showing only a single article, although windows of the latter type may be more artistic. At any rate, these are the facts as based upon extensive experiments which have been carried out by an Institute of Business Science in Germany.

A store having windows on two streets was selected for the experiment. In some a single color scheme was used throughout, and in others a variety of colors. The latter, that is the window showing several colors, pulled better than the one with only a single color. Some windows had only a few pieces of merchandise on sale, while others had a large collection. The greatest number of sales was obtained from the windows displaying a large amount of merchandise in comparison with those which showed only a few things.

The articles in some of the windows had price tags attached. In other windows no prices were given. It was found after several weeks of experimenting that the sale of articles bearing price tags greatly surpassed those not marked.

These are suggestions well worth the attention of the florist. It is quite possible that, in an attempt to make an artistic window and one which appeals to the esthetic nature, business is actually retarded rather than stimulated. In fact, the test has surprised a great many people in the discovery that highly decorated windows have less power of attraction than those in which no special artistic trimmings are used—at least so far as German people are concerned. Inasmuch as human nature is very much the same the world over, it is fair to expect that much the same conditions would be discovered in this country.

It is a question to what extent price tags can be used in florists' windows. A number of florists have been experimenting along that line and have found as a rule that when prices are given, especially if they are not too high, there is an immediate jump in sales. This is an outstanding fact which, while often overlooked, will do much to help promote business in florist stores, especially in sections where trade of the highest class is not sought. A great many people hesitate to go into a florist store, especially one of pretentious character, to buy a few flowers, for fear that the price will be higher than they can afford. This is especially true since price fluctuations have become so marked as in recent years. If you can show your possible customer by a window display just what he can expect for a given amount of money, he will be much more likely to enter your doors. The customer coaxed into your store in this way may, of course, become a permanent buyer, and one whose trade you will be glad to have.


# BEGONIAS
FOR
# SPRING SALES

NEW ENGLAND GROWN

| | 100 | 1000 |
|---|---|---|
| Chatellaine 2¼-in. | $ 7.50 | $65.00 |
| Chatellaine 3½-in. | 16.50 | |
| Mrs. Patten 2¼-in. | 8.00 | 75.00 |
| Mrs. Patten 3½-in. | 16.50 | |
| Pride of New Castle 2¼-in. | 8.00 | 75.00 |
| Pride of New Castle 3-in. | 10.00 | 90.00 |

CARNATION CUTTINGS

10,000 Pink Delight for April Delivery; $7.00 per 100, $65.00 per 1,000

A Full Supply of Standard Varieties
New England Stock
Well Rooted—Carefully Packed

G. U. LIGGIT *Wholesale Plantsman* 505 Bulletin Building
NEW ENGLAND OFFICE: 15 CEDAR ST., WATERTOWN, MASS. L. J. REUTER IN CHARGE PHILADELPHIA


### MAYFLOWER BILL LOSES

Much to everybody's surprise, the committee on conservation of the State Senate has reported adversely on the bill sponsored by Pres. A. C. Burrage, of the Massachusetts Horticultural Society, to prevent the extinction of the Mayflower. There was no opposition to the bill at the time of the hearing, and a large number of people appeared to speak in its favor, pointing out that the Mayflower, which is the State Flower, was rapidly disappearing because of the way professional gatherers pulled the flowers up by the roots.


PAT. Apr.27-20

Mr. Grower---"WIRE TIE"

will be extensively used this Easter for tying up hyacinths, lilies and fuchsias, in fact, any plant you tie to a hyacinth stake. Samples free from your dealer or direct.

$2.00 PER 1000

WM. F. BUSCHARDT, 6 East Woodland Ave. BALTIMORE, MD.

# DREER'S SELECT
## Hardy Perennial Flower Seeds

Old-fashioned Hardy Flowers are now very popular and many of them are easily raised from seed. Our list is the finest and most select offered in this country. We offer below a few of the leading sorts; for complete list see our Spring Catalogues now ready.

| | Tr. Pkt. | Oz. |
|---|---|---|
| **Achillea The Pearl.** Double white | $0.50 | $4.00 |
| **Anchusa Italica Dropmore Variety.** Rich gentian blue | .20 | .75 |
| **Aquilegia Long Spurred Hybrids.** Choicest Mixed | .30 | 1.50 |
| **Campanula pyramidalis blue.** (Chimney Bellflower). | .25 | 1.00 |
| **Centaurea Montana blue** (Perennial Cornflower) | .20 | .70 |
| **Chrysanthemum Shasta Daisy Alaska.** The finest of all | .40 | 2.00 |
| **Coreopsis lanceolata grandiflora.** An extra fine strain | .10 | .25 |
| **Delphinium Belladonna.** Light turquoise blue. Extra fine | .50 | 2.50 |
| **Delphinium Gold Medal Hybrids.** The finest stain of mixed Hybrids | .25 | 1.00 |
| **Dianthus Latifolius Atrococcineus fl. pl.** Rich crimson scarlet | .25 | 1.00 |
| **Dianthus Plumarius Double.** Choice Mixed | .25 | 1.00 |
| **Dianthus Plumarius Single** (Hardy Garden Pink) mixed | .20 | .60 |
| **Digitalis Gloxiniaeflora Mixed** (Spotted Foxglove) | .15 | .50 |
| **Gaillardia Grandiflora Superb Mixed.** A fine perennial | .15 | .40 |
| **Gypsophila Paniculata** (Baby's Breath) | .15 | .40 |
| **Helenium Riverton Gem.** Wallflower red. | .25 | 1.00 |
| **Helianthemum mutabile** (Rock Rose) Splendid mixed | .15 | .50 |
| **Heliopsis Pitcheriana** (Orange Sunflower) | .15 | .50 |
| **Hibiscus New Giant Mixed** | .10 | .30 |
| **Hollyhock Double Newport Pink** | .30 | 1.50 |
| **Lathyrus Latifolius White Pearl** (Everlasting Pea) | .30 | 1.50 |
| **Lathyrus Latifolius Pink Beauty** (Everlasting Pea) | .20 | .75 |
| **Platycodon Grandiflorum Blue** | .25 | 1.00 |
| **Poppy Orientale, Scarlet** | .20 | .60 |
| **Pyrethrum hybridum.** Single Mixed | .30 | 1.25 |
| **Pyrethrum hybridum.** Double Mixed | 1.00 | 5.00 |
| **Statice Latifolia** (Sea Lavender) | .30 | 1.25 |
| **Stokesia Cyanea blue** (Cornflower Aster) | .25 | 1.00 |
| **Sweet William Scarlet Beauty.** Intense bright scarlet | .25 | 1.00 |
| **Sweet William Single Mixed.** Choice strain | .10 | .30 |
| **Sweet William Double Mixed.** Choice strain | .20 | .60 |
| **Thalictrum Adiantifolium.** White | .20 | .75 |
| **Thalictrum Aquilegiaefolium.** Rosy purple | .25 | 1.00 |

Henry A. Dreer 714-716 Chestnut Street PHILDELPHIA, PA.



DELPHINIUM BELLADONNA
(Everblooming Hardy Larkspur)


### CAMPBELL NOW HEAD OF ELM CITY NURSERY

A complete change was made in the officers at the mid-winter annual meeting of The Elm City Nursery Co., New Haven, Conn. Ernest F. Coe, the former president, who founded the business, retired from active connection with the company on July 1 of last year, but the final papers were not passed and his interests in the company transferred until Feb. 1. His entire interests now pass to the new management. All of the new directors have been with the company for a number of years as heads of various departments.

The organization now is: President, Walter E. Campbell; vice-president, and general manager, W. W. McCartney; secretary and treasurer, Robert B. Faxon; superintendent, William H. Egan; director of landscape department, John L. Donnelly.

Mr. Campbell, who has been with the company for the last 15 years, is well qualified to head the new organization. Mr. McCartney has had much to do with the building up of the company's interest at Woodmont. Mr. Faxon is a graduate of the Landscape department of Ohio State University. Mr. Egan has grown up with the business at Edgewood and his promotion to the superintendency is well merited. Mr. Donnelly was graduated from the Landscape department of Michigan Agricultural College and is well qualified to handle the new duties assigned to him.

### WITCH HAZELS IN BLOOM

#### Hamamelis Mollis Given First Award in England—Flowering in Arboretum

Although late, the Chinese witch hazel, Hamamelis mollis, is now in bloom at the Arnold Arboretum. The Japanese forms, H. arborea and H. japonica, are not quite out. It is interesting to note in this connection that the Council of the Royal Horticultural Society in England has just established a new award for ornamental plants especially intended to mark plants of proved excellence for garden decoration, and that the first award has been made to Hamamelis mollis. This is the handsomest species of the genus. The long narrow petals are straight, not crumpled as in the other forms, and are rich golden yellow, except for a reddish base. They are set in a red-brown calyx, smooth within and hairy without. The bush grows six to eight feet high, and has stout branches. It is not particular as to soil, but grows best in good loam, and requires no pruning except possibly to correct a slight tendency towards sprawling.

### NEW ENGLAND

The New England Landscape and Tree Preservation Co. has been incorporated at New Bedford, Mass., with a capital stock of $99,000. Arthur M. Horn is president, Harold A. Horn treasurer, and the other incorporator is Henry J. Gault.

# WILLIAM SIM, Cliftondale, Mass.

## CARNATION --- Rooted Cuttings

BUY DIRECT FROM THE GROWER

200,000 Plants of the Finest Stock in the Country to Select Cuttings from

| | 100 | 1000 |
|---|---|---|
| **WHITE** | | |
| Matchless | $5.00 | $40.00 |
| **SALMON** | | |
| Laddie | 12.00 | 100.00 |
| Pink Delight | 7.00 | 60.00 |
| **PINK** | | |
| Mrs. Ward | 6.00 | 50.00 |
| **LIGHT PINK** | | |
| Morning Glow | $6.00 | $50.00 |
| **DARK PINK** | | |
| Lassie | 12.00 | 100.00 |
| Rosalia | 7.00 | 60.00 |
| Rosette | 7.00 | 60.00 |
| **VARIEGATED** | | |
| Benora | $6.00 | $50.00 |
| **RED** | | |
| Aviator | 6.00 | 50.00 |
| Herald | 6.00 | 50.00 |
| Washburn | 6.00 | 50.00 |


### GETTING NEW ACCOUNTS

#### How Henry Penn Handles His Advertising and Circularizing

"I never key my advertising. Of course, reasonable intelligence is used in placing my copy, but little attempt is made to check up results. It doesn't pay. Like bread cast upon the waters, an advertising expenditure perhaps forgotten has often returned to me after many days. On certain occasions, like Thanksgiving and Easter, I advertise special sales and look for immediate response, but most of the time it is general publicity which I am after, and there isn't a day in the year in which some of my advertising does not appear somewhere in some form. And when I advertise freely my business increases: when I cut it down my business falls off."

It is in this way that a writer for the Retail Public Ledger introduces an interview with Henry Penn of Boston.

The interview then continues:

Mr. Penn paused for a moment and smiled. "I don't much relish this talking about myself," he said, "but you asked for my methods and I am giving them to you as frankly as I can. I have no mortgage on them. If any other florist likes them he can use them and welcome.

"It wasn't long after going into business for myself," Penn went on, "that the value of publicity was sensed. It was an event in those days if a florist spent $25 for advertising, but I promptly put a poster into all the street cars of Boston and I have kept cards there ever since. Then I went into the newspapers. For a long time we spent 4 per cent of our gross income for advertising space. Now we spend 8 per cent in that way.

"There is just one thing we have tried to do in all our advertising, and that is to make the name of Penn synonymous with flowers. At first I fea-


## Right Now Can Give Quick Shipment in Big List of Stock of Scarce Varieties in

Fruit and Ornamental Trees
Evergreens
Berberry Thunbergii, 2 and 3 year
Berberry Thunbergii, seedlings
California Privet
Imported Fruit and Manetti Stock
Multiflora Japonica Rose Seedlings
Best American stock for budding or grafting
Grapes, Currants, Raspberries
Ornamental Shrubs
Paeonias, Buddleia Variabilis Magnifica
Climbing Vines, Clematis Pan., 2 and 3 year
Roses, H. P. and H. T., Climbers and "Babys"
One of the best assortments in the country.

Don't fail to get our bulletins which are moving frequently throughout the season with a choice list of stock.

## C. R. Burr & Company

Manchester, Conn.



# POMPON CHRYSANTHEMUMS

A selection of varieties made after extensive trials, with a view of selecting the best for outdoor cultivation, for which purpose we recommend every variety offered.

Prices, except where otherwise noted: 85 cts. per doz.; $6.00 per 100; $55.00 per 1000

**A. Barham.** Early, aster-flowered bronze.
**Adironda.** Early, aster-flowered golden bronze.
**Anna L. Moran.** Midseason, large button, orange-scarlet, $2.00 per doz.; $15.00 per 100.
**Autumn Glow.** Aster-flowered, deep carmine-rose.
**Bright Eyes.** Late, miniature button white when fully open, while developing, the reverse of the inner petals show an orange apricot. $1.25 per doz.; $8.00 per 100.
**Captain R. H. Cook.** Early midseason, very large button, clear deep rose. $1.75 per doz.; $12.00 per 100.
**Cometo.** Aster-flowered, seedling of Lilian Doty, very free, of compact habit, dark rose shaded mauve.
**Comoleta.** Early, aster-flowered excellent yellow.
**Cranfordia.** Early midseason, large aster-flowered, deep golden yellow.
**Edina.** Early, aster-flowered, splendid rose-pink.
**Excelsior.** Early midseason, aster-flowered bright yellow.
**Fernridge.** Midseason, single, large bright red. $1.50 per doz.; $10.00 per 100.
**Frank Wilcox.** Late aster-flowered, splendid bronze. $1.50 per doz.; $10.00 per 100.
**Harrie.** Early, aster-flowered, rich yellow.
**Hilda Canning.** Midseason, medium sized button, light bronze.
**Idolf.** Very early, aster-flowered, salmon pink.
**Indian.** Aster-flowered, good sized Indian red.
**Iva.** Button shaped, handsome light bronze.
**Juliana.** Midseason, large yellow button.
**La Garonne.** Early, aster-flowered deep flesh rose.
**Lilian Doty.** Medium early ball shaped light rose.
**Little Dot.** Midseason, small deep bronze button.
**Marie Dupont.** Very early, dwarf, large white aster-flowered.
**Mimico.** Midseason, tall growing lavender-pink, seedling of Lilian Doty.
**Minta.** Midseason, small pink button.
**Miramar.** Midseason, bronze aster-flowered.
**Model of Perfection.** Midseason, small white button.
**Mrs. F. H. Bergen.** Midseason, fine pale-pink aster-flowered.
**Mrs. F. H. Vincent.** Late, good bronze aster. $1.25 per doz.; $8.00 per 100.
**Mrs. Nellie Kieris.** An improved Lilian Doty, better in both color and habit. $1.75 per doz.; $12.00 per 100.
**Nellie Blake.** Early, red orange aster-flowered. $1.75 per doz.; $12.00 per 100.
**Nio.** Midseason, pretty small pink button.
**October Gold.** Early, aster-flowered rich orange-yellow.
**Ouray.** Midseason, very bright reddish bronze large button.
**Romaine Warren.** Late, rich bronze.
**Soleil d'Or.** Midseason, rich orange aster-flowered.
**Tints of Gold.** Early, glorious golden-yellow aster. $1.50 per doz.; $10.00 per 100.
**Uvalda.** Early, a fine white aster-flowered.
**Viola.** Midseason, violet-rose medium sized button. $1.75 per doz.; $12.00 per 100.
**Wanda.** Midseason, a fine large white aster-flowered.
**White Doty.** Early, pure white ball-shaped flower.
**White Midget.** Late, miniature pure white button. $2.00 per doz.; $15.00 per 100.
**William Sobey.** Midseason, a fine yellow aster-flowered.
**Zella.** Early, fine aster-flowered yellow $2.00 per doz.; $15.00 per 100.

**Price.** Any of the above except where otherwise noted. 85 cts. per doz.; $6.00 per 100; $55.00 per 1000.

**HENRY A. DREER** 714-716 CHESTNUT ST. PHILADELPHIA, PA.

THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY


tured violets until whenever any newspaper reader or street car patron in Boston thought of violets he thought of Penn. Violets were chosen deliberately because they were popular, moderate-priced and solved the flower problem for thousands of people. If it occurred to a man that he should send flowers to his wife or his sweetheart, it was the natural thing for him to order violets because he knew what they would be like and what they would cost him. We have sold 247,000 violets in one day. That meant 3,600 bunches, and it is a record probably never equaled by any other florist in the world.

"Freshness is a word which means much to the average customer, and it is emphasized. From the first every violet advertisement has contained this statement: 'Penn's violets are picked fresh three times a day.'

"While it is my aim to keep the name of Penn always before the flower-loving public, the name alone is not worth very much unless it is constantly re-enforced by phrases or statements which quickly catch the eye and appeal to the imagination."

The oft-repeated slogan, "Say it with flowers," belongs to the florists of the nation. It has been popularized by advertising paid for by the trade from the Atlantic to the Pacific. Nevertheless, there are thousands of people in Boston who think that it is Penn's personal trademark. Mr. Penn says he makes no attempt to convey this impression. Indeed, he assures people that it is the watchword of the industry as a whole. But, because he was one of the first to use it, and has displayed it consistently ever since, it has probably been worth more to him than to any other florist in New England.

### "Flowerphone, Beach 6900"

For years many of Penn's advertisements have contained the line, "Flowerphone, Beach 6900," which in itself has brought no little business.

"We make wide use of circulars and the telephone," said Mr. Penn. "Every few weeks neat cards containing some special announcements are sent out and with them often goes a request for the different anniversary dates of the family. These requests have been answered in hundreds of cases, and have given me a long list of the best people in Greater Boston. Every morning, as soon as the business day opens, a girl sits down at the phone and calls up the head of each family which is to have an anniversary the next day. She says, 'Mr. B., shall we send some roses or carnations to your wife tomorrow? It is her birthday, you know.' 'By George,' comes the answer, 'that's so. I had almost forgotten it. Send up a $10 bunch of Beauties."


The benefit of HAIL INSURANCE was forcibly illustrated by a number of violent hail storms in New England last year.

Be wise and send to **John G. Esler, Sec'y of Florists' Hail Association, Saddle River, N. J.**, for Hail Insurance literature.

**DO IT NOW.**

## George Watson's Corner

"You in your small corner and me in mine."

The Philadelphia boys are standing up, to the best of their ability, for the great show at Indianapolis. The latest to come across, at the request of President Pennock, is the W. Atlee Burpee Co. They had cancelled their space engaged for the Cleveland exhibit; but have reconsidered and will make their best efforts to put up a fine sweet pea display, in spite of all handicaps. Those who know the Burpee spirit of enterprise will appreciate their patriotism, and we may look forward to a showing in every way worthy of the great house, and the grand occasion. Others of our big houses here will be in line, and you may look for them.

The New York boys did the honors well at the Captain Clement Memorial Services. They had a big detachment of the Old Guard in the tall fur head dresses and their swords and handsome uniforms, which made a great showing and added dignity and distinction to a great ceremony. The floral emblems, like the people attending, came from everywhere. It is a long time since Broad and Thompson has had such an enormous gathering of distinguished people in all walks of life and it will be long remembered.

When we get down to fundamentals, it's the rose that counts, not the Rose Society. Whatever helps the rose: whether it is an individual, a company or a society, we welcome that influence on behalf of the rose. All and everyone are welcome to do their little bit; but not one, nor a multitude of them, may presume to be boss! The Queen reigns supreme! All under her are her humble servitors, and honors will be awarded to each and every one according to their just deserts. That is the proper way to look at it. Makes no difference what your business. A blacksmith, or a banker; a farmer, or a florist; a woodsman, or a wool dealer; a priest, or a prophet; it's what you do for the rose that counts. Makes no difference whether you make any money out of it or not. A real enthusiast—professional or otherwise—never thinks of money. It's the rose with him, first, last and all the time. Which fundamental proposition, being admitted, as it must, where comes in this new notion that the rose followers must be all amateurs, and that no professionals can be allowed to stand under the banner of the Queen. Her banner waves the world over, knows no latitude, no longitude, no nationalities, no languages. Her sway is universal and all are welcome to serve—no matter what their nationality, creed, color or occupation.

We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

BURBANK SEEDS
ARE STANDARDS THE WORLD OVER
BULLETIN 61 IS FREE TO ALL
Announcing Amaranthus "Molten Fire" and other new creations in Flowers, Vegetables, Grains and Grasses
LUTHER BURBANK
SANTA ROSA, CALIF., U. S. A.

CARTER'S TESTED SEEDS AND SPRING BULBS
All the finest quality at fair prices
1922 CATALOGUE NOW READY. SEND FOR COPY TODAY
CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

Michell's Aster Seed

| ASTER, QUEEN OF THE MARKET | Tr Pkt | Oz |
|---|---|---|
| White | $0.25 | $1.00 |
| Rose-Pink | .25 | 1.00 |
| Blush Pink | .25 | 1.00 |
| Dark Blue | .25 | 1.00 |
| Light Blue | .25 | 1.00 |
| Crimson | .25 | 1.00 |
| Mixed | .20 | .75 |
| ASTER, EARLY ROYAL BRANCHING | | |
| Lavender | .40 | 2.00 |
| Purple | .40 | 2.00 |
| Rose-Pink | .40 | 2.00 |
| Shell-Pink | .40 | 2.00 |
| White | .40 | 2.00 |
| Mixed | .30 | 1.50 |
| ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCHING | | |
| White | .30 | 1.50 |
| Shell-Pink | .30 | 1.50 |
| Rose-Pink | .30 | 1.50 |
| Lavender | .30 | 1.50 |
| Purple | .30 | 1.50 |
| Crimson | .30 | 1.50 |
| Mixed | .30 | 1.25 |

| ASTERMUM | Tr Pkt | Oz |
|---|---|---|
| Lavender | $0.30 | $1.50 |
| Rose-Pink | .30 | 1.50 |
| Shell-Pink | .30 | 1.50 |
| White | .30 | 1.50 |
| Mixed | .30 | 1.50 |
| ASTER, CREGO | | |
| White | .30 | 1.50 |
| Shell-Pink | .30 | 1.50 |
| Rose-Pink | .30 | 1.50 |
| Purple | .30 | 1.50 |
| Lavender | .30 | 1.50 |
| Mixed | .30 | 1.25 |
| ASTER, INVINCIBLE | | |
| Blue | .30 | 1.50 |
| Crimson | .30 | 1.50 |
| Lavender | .30 | 1.50 |
| Rose-Pink | .30 | 1.50 |
| White | .30 | 1.50 |
| Mixed | .30 | 1.25 |

Also all other Seasonable Seeds, Bulbs and Supplies
Wholesale Price List Free
Michell's Seed House
518-516 MARKET STREET - - PHILADELPHIA, PA.

When Writing to Advertisers Please mention HORTICULTURE

GROWERS

FERNS

POT-GROWN STOCK 2¼-IN.

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Teddy, Jr. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 6.00 | 55.00 |

Transplanted Bench - Grown Stock $5.00 less per thousand than the Pot-Grown.

FERN RUNNERS
$15 per thousand

Henry H. Barrows
FERN SPECIALIST
264 High Street, Whitman, Mass.

BOBBINK & ATKINS
NURSERYMEN,
FLORISTS, PLANTERS
Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

TREES
PLANTS
PLANTING
Send for Illustrated Catalog
BRECK-ROBINSON NURSERY COMPANY
Lexington Mass.

Nephrolepsis Norwood
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

E. W. FENGAR
*Chrysanthemums*
147-187 LINDEN AVE.,
IRVINGTON, N. J.

George's corner is supposed to be very serious and for affairs of state only. But once in a while a little joke may be allowed to creep in. This one is especially for that esteemed lawyer and florists' friend, Daniel Donoghue.

"Do you mean to tell me," said the indignant lawyer, "that you deny the accuracy of what that witness has told?" "Not at all," said the polite young man. "I merely wish to make it clear what a liar I am, if she's speaking the truth."

---

This one is for that hard-shell buyer, Frank Ross, who had the nerve to baptize our gentle heavyweight, young Jack Cox, with a tough name. He said his real name was not Jack. That it was "Old Ironsides." I suppose that means, the man with an "iron jaw," on both sides, and that, if true, would put him in line with the plumber in this story of the two darkies, bragging about their tough parents:—

"Boy! Ah comes from a rough, tough breed! Mah old man cuts his nails with a ax, an bresh his teef with a file!"

"Huh! Ain't so tough! Mah ole man am a plumber, and twice a week he done shave himself with a blow torch!"

---

This one is respectfully referred to George Amman by a distinguished Philadelphia rose grower:—

"The best method of conserving the interests of the grower is for him to make sure that he is getting all that's coming to him from the retailer. As is well known, the retailers are regular pirates, and they not only overcharge their customers and ruin the business, but they kick like steers when the grower asks for even a small slice to help pay his awful coal bill." We trust it is really not quite so bad as that but, of course, there are always two sides to a question.

---

Howard M. Earl of the Jerome B. Rice Co., Cambridge, N. Y., (not Mass.) was a recent visitor. He spent a week or so at his old homestead at Doylestown and got the benefit of a thorough run-over by his old friend, Dr. Swartzlander. Then back again to headquarters at Cambridge. He reports the wholesale seed business in good shape, and gradually coming back to normal. Some of the seed boys got a few hard knocks; but there has been no scandal in the seed business such as we have heard of so much lately in other lines. Sixteen brokerage concerns in one month is the record up to March 4th in Philadelphia in the bankruptcy court. Other lines in lesser proportion. Not a single fatality of that kind

GROWERS

HIGH GRADE PLANTS
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

Garden Seed
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. Woodruff & Sons
82 Dey St., NEW YORK
and ORANGE, CONN.

IRIS and PEONIAS
We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.
GEORGE N. SMITH
Wellesley Hills, Mass.

CHARLES H. TOTTY
Chrysanthemums
MADISON - NEW JERSEY

CEDAR ACRES
Gladioli and Dahlias
Booklets Free
B. HAMMOND TRACY, Inc.
Wenham, Mass.

WILLIAM SIM
CARNATIONS
Cliftondale Mass.

SEEDS AND BULBS

**JAPANESE HARDY LILY BULBS**

NOW IS THE TIME to plant ALBUM, AURATUM, MAGNIFICUM and RUBRUM LILIES. They are the most profitable of all Lilies, the most showy and the easiest to grow.

MAGNIFICUM AND RUBRUM

| | Per Case |
|---|---|
| 7 to 9-inch—230 to case | $18.00 |
| 8 to 9-inch—200 to case | 22.00 |
| 8 to 10-inch—180 to case | 22.00 |
| 9 to 10-inch—150 to case | 22.00 |
| 9 to 11-inch—140 to case | 22.00 |
| 10 to 11-inch—120 to case | 22.00 |
| 10 to 12-inch—100 to case | 21.00 |

LILIUM ALBUM

| | |
|---|---|
| 8 to 9-inch—200 to case | 23.50 |
| 8 to 10-inch—180 to case | 24.00 |

LILIUM AURATUM

| | |
|---|---|
| 8 to 9-inch—180 to case | 23.00 |
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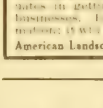
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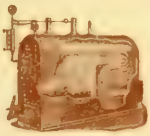
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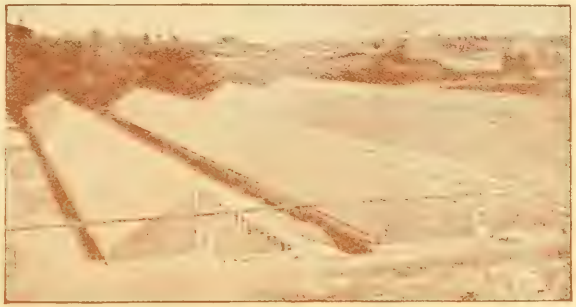
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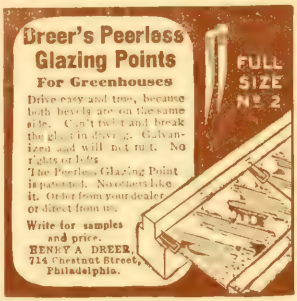
Baled stems, 200 lbs., $3.00; 400 lbs., $5.00, ton, $15.00, short cut stems in bags, same price as baled.

Tobacco powder for sprinkling, 100 lbs., $3.50.

Tobacco dust for fumigating, 150 lbs., $4.00; 400 lbs., $8.00; ton, $30.00.

Special prices on stems and dust in carlots.

VIGOR CO., BOX 4, FOSTORIA, O.




**DREER'S "Riverton Special" Plant Tubs**

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.



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| [illegible] | [illegible] | $2.75 | $30.00 | $230.00 |
| [illegible] | 18 in. | 2.60 | 27.50 | 215.00 |
| [illegible] | 16 in. | 1.85 | 21.00 | 167.50 |
| [illegible] | 14 in. | 1.50 | 17.00 | 135.00 |
| [illegible] | 12 in. | 1.05 | 12.00 | 95.00 |
| [illegible] | 10 in. | .70 | 8.25 | 65.00 |
| [illegible] | [illegible] | .54 | 6.50 | 51.00 |

**HENRY A. DREER**

SEEDS, PLANTS, BULBS AND SUPPLIES

**714-716 Chestnut Street, Philadelphia, Pa.**

SKINNER SYSTEM OF IRRIGATION.

**Costs You Nothing**

although you have to pay for it. It costs you nothing, because

**It Pays For Itself**

Send for facts and figures.

The Skinner Irrigation Co.
100 CANAL ST. TROY, OHIO



Yes, that's Mr. Moss, himself, by that stone pillar
Wish we had a "close up" of him to show you

# How Moss Keeps the Moss Off The Mossbacks

If you know Moss, I don't need to tell you how he does it. But if you are not so fortunate, then what he tells will interest you.

"Thirty years I was working for the other fellow, but all the time I was working for him, I was working for myself. Working for myself, by doing my work just the best I knew how. Every once in a while my boss would even find me working overtime.

Finding that he was not offended, I started in mornings earlier than we had agreed upon.

Then one night when my old corn cob had gone out, I says to myself, says I: Ike you're a mossback if you are going to be content to stay on and on, working for the other fellow, when you are the fellow to work for.

So I went to Dad and told him I wanted to build a great big greenhouse in his yard—a lean-to 15x50.

For some unknown reason he said, "go to it Ike, wish you luck."

Now I never believed much in luck. Some folks fall into "soft things" as they call them, but I call such chaps unlucky.

The lucky fellow is the one who has found out that accomplishment of his own, is one of the biggest things in life. My recipe for accomplishment is, *hard work and keep on the job.*

Starting with that little lean-to house, we now have quite a flock of them to kind of keep us from jazzing too much. This curved eave one across the drive is not a greenhouse at all, but just a big glass show case which folks see into going by, and go into when they stop.

See those *two* entrances to make it convenient for them? Fine house that. It's a Hitchings'. The first on my place. But let me tell you, it won't be my last. As Postum says: "There's a Reason."

To which let us add our sincere appreciation to you, Mr. Moss, for the privilege of building for such a straight thinking, success-making man as yourself.

Hitchings and Company

HOME OFFICE AND FACTORY: ELIZABETH, N. J.

Philadelphia
133 So. 12th St.

New York
101 Park Avenue

Boston-9
294 Washington St.

Volume XXXV MARCH 25, 1922 Number 6

# Horticulture



F. R. Pierson's Garden at the New York Flower Show

# Ornamental Nursery Stock

In addition to our **PEONIES** we have a choice line of **HARDY HYBRID RHODODENDRONS, EVERGREENS, AZALEAS, SHADE TREES, FLOWERING SHRUBS, IRIS, PHLOX** and **GARDEN PERENNIALS.**

**QUALITY** and **SERVICE** are our watchwords and a sight of **THOUSANDS OF TREES AND SHRUBS, EVERY ONE A SPECIMEN,** may be seen here. **WE INVITE INSPECTION.** Catalog on request.

## CHERRY HILL NURSERIES

**(T. C. Thurlow's Sons, Inc.)**

**Not Open Sundays** **WEST NEWBURY, MASS.**


### NEWS NOTES

John McKenzie, the well known florist of Cambridge, deals in real estate as well as in flowers. He has just completed a very attractive block of stores on Massachusetts avenue

Edwin Hoyt, son of Stephen Hoyt, has become a member of the Stephen Hoyt Sons Co., Inc., nurserymen of New Canaan, Ct. This makes the fourth generation entering this nursery firm, which has been established in business for seventy-five years. All of this time it has been in the same place.

A new nursery firm has been organized in Manchester, Conn., under the name of C. L. Vanderbrook & Son. Mr. Vanderbrook, who is at the head of the concern, was for seventeen years with Jackson & Perkins, but has had other connections for the past twelve years.

William Nicholson, who has long been a famous carnation grower of Framingham, is gradually working out of carnations, having only about six thousand plants at the present time. He will give his time largely to the growing of chrysanthemums and various novelties. He is also making a specialty of forced gladioli.

Mr. H. D. Seele has been appointed park superintendent at Elkhart, Indiana. Mr. Seele is well known in park work, and is a life member of the S. A. F. and O. H., having served as one of its judges in landscape contests.


The benefit of HAIL INSURANCE was forcibly illustrated by a number of violent hail storms in New England last year.

Be wise and send to **John G. Esler, Sec'y of Florists' Hail Association, Saddle River, N. J.,** for Hail Insurance literature.

**DO IT NOW.**

*The Gladiolus*

*No. 2 ready—April 1*

*A copy mailed FREE on request*

*Stanley Thorpe, Medway R.D., Mass.*

PAT. Apr. 27-20

**Mr. Grower---"WIRE TIE"**

We have extensively used this Easter for tying up hyacinths, tulips and lilies, in fact, any plant you tie to a hyacinth stake. Samples free from your dealer or direct.

**$2.00 PER 1000**

**WM. F. BUSCHARDT,** 6 East Woodland Ave. BALTIMORE, MD.

**Rhododendron Maximum**
**Kalmia Latifolia**
NORTHERN GROWN STOCK
in Carload Lots
NURSERY GROWN
**TSUGA CANADENSIS**
BUY YOUR STOCK DIRECT FROM THE GROWER
Send for price list.
**The CHARLES G. CURTIS COMPANY**
Callicoon Nurseries
CALLICOON, N. Y.

# HORTICULTURE

**March 25, 1922**



We have a complete list of all kinds of hardy plants and we have every facility for handling orders carefully and promptly. Remember this when in need of any hardy plants.

## The Bay State Nurseries

**W. H. WYMAN & SON**

North Abington, Mass.

Price list free

Telephone Rockland 26



## Easter Lilies

FOR EASTER

A wonderfully choice well grown lot of Lilies, some tall, some medium, some short, in pots or cut. Deliveries can be made in bud before Easter, the plants grown on and the cut flowers developed in water.

Cut Blooms
$25 per 100

Pot Blooms
$20 and $25

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.
WRITE FOR PRICE LIST
BUSINESS HOURS: 7 A. M. to 5 P. M.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. | PHILADELPHIA 1608-1620 Ludlow St. | BALTIMORE Franklin & St. Paul Sts.
WASHINGTON, 1216 H St., N. W.

## FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time.

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

NEPHROLEPIS ELEGANTISSIMA. Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in $2.00 each; 10-in., $3.00 to $5.00 each.

NEPHROLEPIS MUSCOSA. Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

NEPHROLEPIS HARRISII. 10-in., $5.00 to $7.50 each.

NEPHROLEPIS DWARF BOSTON. 3½-in. pots, $25.00 per 100; 6-in., 75c each.

ENGLISH IVY, nice plants, 4-in. pots, bushy, 25c and 35c each, according to quality.

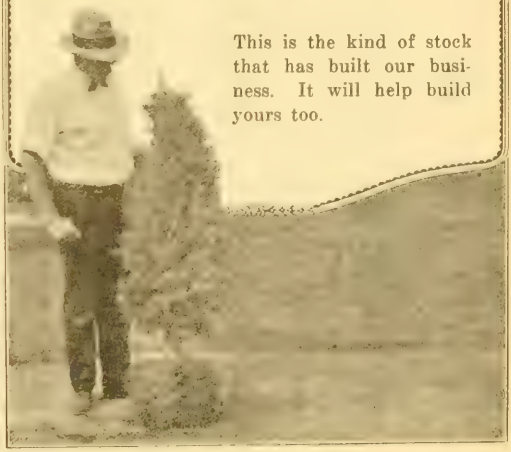
Packing added extra at cost.

F. R. PIERSON, Tarrytown, N.Y.

WYMAN'S

## Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

LOWELL
LAWN AND GARDEN DRESSING
For
LAWNS, GARDENS, GOLF LINKS, PUTTING GREENS,
TENNIS COURTS, ETC.
Packed in 5, 10 and 20 lb. Cardboard Boxes
50 and 100 lb. Bags
Odorless, Quick Acting, Superior to Sheep Manure
SPECIAL PROPOSITION TO FLORISTS
LOWELL FERTILIZER CO. 40 North Market St., Boston, Mass.

## NEW ENGLAND

Robert E. Morrison, who has conducted a greenhouse and floral establishment for twenty years at East Norwalk, Conn, has sold his business and property to Falkenback & Meckel, of White Plains, N. Y., who have taken possession. Mr. Morrison and his family are soon to leave for Lake County, Florida, where they will make their permanent home. The new owners will carry on the greenhouse work as formerly, but will also specialize in landscape gardening.

Prof. C. L. Thayer, of the Agricultural College at Amherst, Mass., is to discuss future policies at a meeting of the College Florists' Section of the S. A. F. at Indianapolis during the show next week.

Joseph Intravaia has purchased a new location at Middletown, Conn., to which he will remove his florist business now located on Ferry Street. He expects to erect several new greenhouses but he will retail at a store on Main street.

George E. Fisher, the well known florist of New London, Conn., will again have a place this year on the committee operating the Juvenile League of that city. Mr Fisher is much interested in baseball, and in developing amusements for young people.

Joseph Sokol, the florist of Hartford, Conn., was recently awakened to find burglars trying to enter his house. He fired several shots at them, and one of the men was captured with three bullet holes through his coat, showing that Mr. Sokol is not a bad marksman after all.

Peter Greene, for seven years in charge of the Beverly, Mass., parks, passed away recently in his sixty-seventh year. He was born in Kieth, Scotland.

Walter Smith Brown, of Providence, who passed away recently, aged sixty-seven years, conducted a florist establishment on Jewell street for many years and was widely known.

Harry Cedar, who has purchased the Crockford Flower Shop at Winchester, Mass., has changed the name to Sweetheart Flower Shop. Mr. Cedar, who is an ex-service man and was cited for bravery in the Champagne-Marne offensive, has many friends who wish him success in his new venture.

Right Now Can Give Quick Shipment in Big List of Stock of Scarce Varieties in

Fruit and Ornamental Trees
Evergreens
Berberry Thunbergii, 2 and 3 year
Berberry Thunbergii, seedlings
California Privet
Imported Fruit and Manetti Stock
Multiflora Japonica Rose Seedlings
Best American stock for budding or grafting
Grapes, Currants, Raspberries
Ornamental Shrubs
Paeonias, Buddleia Variabilis Magnifica
Climbing Vines, Clematis Pan., 2 and 3 year
Roses, H. P. and H. T., Climbers and "Babys"

One of the best assortments in the country.

Don't fail to get our bulletins which are moving frequently throughout the season with a choice list of stock.

C. R. Burr & Company
Manchester, Conn.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

Vol. XXXV MARCH 25, 1922 No. 6

## THE TALK OF THE TRADE

I understand there is quite a good call for some of the chrysanthemums of later introduction. Two varieties, in particular, Golden Glory and Glorious, are meeting with a very strong demand. I think that Golden Glory is especially good. It comes into bloom early in October, has a rich shade of yellow, and is one that should not be very difficult to handle. It seems to fit in with some of the more easily grown commercial varieties. Glorious is a light pink and flowers at a time when good pink sorts are not over plentiful.

Thanksgiving pink is also one of the good selling varieties. It made friends enough last year by its rich color and good character of growth. It matures just right to fit the Thanksgiving season, and is said to be a very good shipper.

Another variety that I think a lot of personally is the Pompon Anemone, Sunshine. I don't think there is a chrysanthemum in this class that is better than Sunshine. It does equally well as a pot plant or for spray purposes, and I saw some excellent blooms at Hugo Teute's place in Rochester, N. Y., at Thanksgiving time, which he had grown disbudded four or five blooms to the plant. This stock was very well done and found a ready sale in the market.

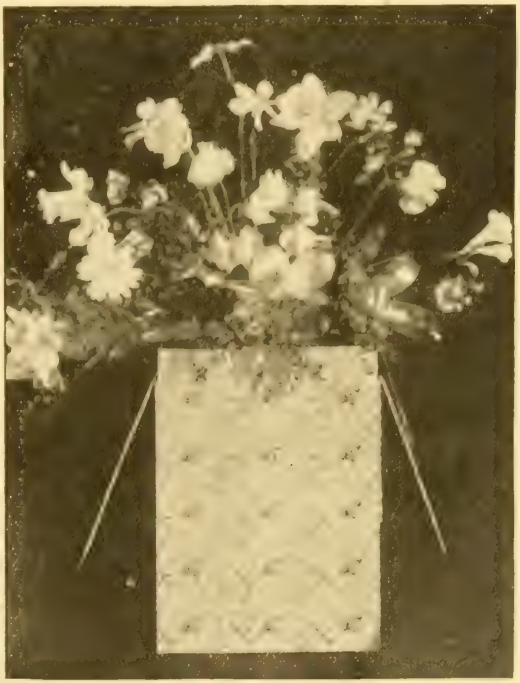
Good strong field clumps of perennials, Campanula and Delphinium, have been found to force readily and make pleasing crops as novelties. Delphinium belladonna, the light blue, is liked better than the dark. I find increasing quantities of these two crops being forced by the smaller growers selling their own stock at retail. Either as pot plants or cut flowers both fit in nicely and give a variety that is pleasing.

There are indications that in the coming season there will be a much larger quantity of field grown roses offered, such as the tall growing ramblers, as well as the Baby type. Large quantities have been worked up and it seems now that they will be available, of good grade and at lower prices than in the past few seasons. This, of course, will be pleasing to the plant men in general.

I have been much interested in the new flower container being put out by the Houghton-Gorney Flower Shop, where it was invented. It is called the Florabox, and probably will be distributed among the trade as well as used locally. It consists of a very handsome box, finished in paper or cretonne. It has two sections, the lower part comprising the base of the box wherein is placed a water container. The four sides comprising the rest of the box are not fastened at the corners, but are held in place by the cover when the box is closed. The moment the cover is removed the four sides fall outward, displaying the contents, which may be any sort of bouquet. This gives an element of surprise which makes it excellent for gift purposes.

The flowers may be allowed to remain in the box, which makes an artistic container, or removed to vases and put back in the box at night, where with the sides closed they will keep as in a miniature ice box. The box may be shipped anywhere if placed within an outside case especially designed for it.

The Houghton-Gorney people are receiving many congratulations on this



The New Houghton-Gorney Florabox

unique box, which is selling well in their own store

It is evident that the Allied Florists' Association of New York is making excellent progress with its co-operative advertising idea. The president, Mr. A. M. Henshaw, was very much interested to learn what had been done during his absence in Europe, and expects to announce the date of the large mass meeting very shortly. Without doubt this meeting will be held early in April.

Mr. Aubrey S. Nash, the secretary, had many questions fired at him from florists outside the town during the week of the International Show. According to Mr. Nash, great interest in co-operative advertising is being shown by the floral trade in general. He said that the retailers in particular wanted to know when the Allied Florist's Trade Association advertisements were to appear in the daily papers.

### A PUBLICITY OPPORTUNITY

There is an excellent opportunity for the florists to gain valuable publicity the coming week when George Beban comes to Loew's new State Theatre in the Sign of the Rose. There is no question but what the management would co-operate with the florists and that the lobby of the splendid new theatre might be filled with floral tributes bearing the names of Boston florists. The florists might signalize the occasion by special exhibits of flowering rose plants in their windows. Here is a suggestion for Secretary Naukam of the Florists' Alliance.

### PLANT CONFERENCE SUGGESTIONS

At the Plant Conference to be held in Washington May 15th, the S. A. F. Tariff and Legislative Committee wants to present to the F. H. B. a constructive program showing what the florists' trade wants and requires. If you will not be there yourself you can at least express your views through this Committee. Are you for or against Quarantine No. 37? What changes in Q. 37 do you suggest? On which plant products do you wish the quarantine lifted? What additional items do you want quarantined? This Committee will welcome any constructive suggestions if addressed to me at 95 Chambers St., New York.

Yours truly,
JAMES G. McHUTCHISON,
Chairman.

# FORCING BULBS DISCUSSED

## Interesting Meeting of the Gardeners' and Florists' Club of Boston

Winter bulbs and bulb culture was the subject which received attention at the regular monthly meeting of the Gardeners' and Florists' Club of Boston at Horticultural Hall, Tuesday night. President Judd was in the chair, and there was a good attendance.

Mr. Eugene M. Naukam, secretary of the newly organized New England Florists' Alliance, was called upon,



Herman Bartsch

and explained the work and prospects of the Alliance, and urged the florists present to come to him and be thoroughly informed about the plan if they were in doubt concerning any of its details.

Mr. Herman Bartsch, of the W. W. Edgar Co., Waverley, was then introduced by President Judd, and gave a very valuable talk on his experiences in the handling of bulbs for the winter trade. He spoke particularly regarding tulips, which he said were most in demand, although they were the hardest of all winter bulbs to succeed with. In former years it was customary to start them in frames, but there was a continual loss from mice, broken pans, and the like. Now his company starts them in a special shed in which are arranged decks about fifteen inches apart and reaching to the ceiling. The floor of each deck is covered with sandy soil which is kept moist. The pots are not covered, as was formerly customary. Mr. Bartsch said that the sandy soil under the pots tends to promote the formation of roots at the bottom of the pot, while if the pots are covered, the roots grow too near the top. He exercises the greatest care to keep the soil under the pots moist all the time.

Mr. Bartsch praised the Darwins, which began to come into market about ten years ago, Pride of Haarlam being the first. The Darwins are prized because they last longer than the other kinds, and are more showy. Some cost even less than the old early varieties. They make sturdy growth, and respond well to good treatment.

It is necessary to study the varieties. Pride of Haarlam, for example, is still a good kind, but is not so valuable in March as earlier, because it gets too tall. It is six inches taller than in February. Murillo is a grand variety but must be grown cool. When it first comes out it is white, but if kept for ten days in a shady place, it will become a nice pink. It requires more handling than most kinds.

The most expensive bulbs are not always the most profitable to grow They are not graded but sell according to the size of the pans, largely, regardless of whether they are expensive or cheap bulbs. Mr. Bartsch declared that a dollar was too low a price for an eight-inch pot. A dollar and a quarter would be nearer right. The pots themselves cost 19½ cents, and by the time the bulbs have been flowered the total cost is sixty-five cents a pan, not counting what loss there may be from bad bulbs, breakage, etc. He said that in Chicago he had noticed that the price was often based on the number of bulbs in the pan.

Mr. Bartsch declared that tulips are rather particular as to soil. One year he grew them in soil which had been used for chrysanthemums, and got a very poor crop. There seems to be something about chrysanthemum soil which other plants do not like.

Christmas, he said, is too early for marketing tulips profitably. It's hard to get them ready before January. Mr. Bartsch gave a list of good tulips for forcing, and said that about seventy-five thousand bulbs of early tulips and Darwins are forced at the Edgar place. There was some discussion of the tulip Clara Butt, based on the re-

marks of Mr. B. F. Letson, who called it one of the cheapest and best for commercial purposes.

A discussion followed Mr. Bartsch's talk, after which Mr. Golby spoke about the forcing of tulips from the viewpoint of the private gardener who is able to use more expensive bulbs than would be profitable for the commercial grower.

W. N. Craig spoke briefly about the forcing of lilies, and exhibited a plant of Lilium giganteum grown from very small bulbs supplied by Mr. F. W. Fletcher, formerly of Auburndale, Mass., but now located in Orlando, Florida, where he hopes to grow lily bulbs commercially. Mr. Craig also showed some tiny plants of Lilium regale and Lilium formosum, three weeks old, from seed. He spoke of several lilies good for forcing, and mentioned the fact that Lilium regale does not force well until it has been grown in pots for one season, which interferes with its commercial use as a winter flower.

## BOSTON SPRING SHOW

### Garden Prize and Gold Medal Go to Allen Jenkins

While bulbs are featured at the Spring show in Boston, which opened Thursday, March 23, and will continue through Sunday, many other plants are shown. A first prize of $200 in the amateur class and a gold medal are awarded to Allen Jenkins, gardener for Mrs. Homer Gage of Shrewsbury, Mass. This is in the bulb garden class and the exhibit is very creditable, although the garden is small.

A remarkably fine display comes from the Edwin S. Webster estate, Chestnut Hill, includng finely done ericas, primroses, cyclamen and hydrangeas. This exhibit is splendidly staged at one side of the hall. L. D. Towle of Newton has an interesting group of plants, which includes one of the largest azaleas ever seen in the hall.

Richard M. Saltonstall of Chestnut Hill features schizanthus, cinerarias and lachemalia. From the Hunnewell estate, Mr. Hatfield is showing beautifully grown Rhododendron Kaempferi and the new R. Louisa Hunnewell, as well as a little known species from the South.

Andrew W. Preston of Swampscott and William A. Riggs of Auburndale are showing some particularly well grown tulips.

The show is not as large as in some years, but one hall is filled and the quality of the stock is high. Chester J. Hunt of Little Falls, N. J., lectures this afternoon and Sunday afternoon.

# THE NEW YORK SHOW

The way in which the florists in and around New York rally to the support of the International Flower Show each year does them great credit. They are making this exhibition an institution known the world over. The show which closed last Sunday was perhaps the most creditable ever held. It was staged wonderfully well For one thing, every inch of space was used to advantage, and the general layout, somewhat different from previous seasons, was a marked improvement.

It was interesting to find the spirit of rivalry among the big producers as keen as ever. It is becoming exceedingly difficult for the judges to award the prizes for the gardens, because of the great difference in their character. When you come, for example, to set the rockery of the Julius Roehrs Company against the rose garden of the A. N. Pierson Company, how is it possible to say that one was better than the other? Both were splendid It is not strange though that the Julius Roehrs people captured the gold medal of the Garden Club of America as the best exhibit in the entire show, because of its novelty and the careful attention to details with which it was carried out. The background of tall cedars, and the combination of rockeries and running water was most delightful Native Cypripediums, acaule and spectabile, were an interesting feature.

F. R Pierson's landscape effect display of bulbs I found most pleasing. A white paled fence w bordered with daffodils against background of boxwood, and the center fountain was surrounded by purple and white hyacinths. The velvety lawn in this exhibit was particularly fine.

I was pleased with the effective use of Paul's Scarlet Climber in the garden of A. N. Pierson, Inc It was planted at the base of a splendid white columned Greek temple. Along the front of the garden was a massive fence in ivory white, covered with Tausendschon roses.

Few exhibits attracted more attention than the orchids of which there was a splendid display. The Julius Roehrs Company alone had 350 plants in nine classes, and A. N. Cooley, of Pittsfield, had several wonderfully beautiful and very rare orchids.

I think the public was especially pleased with the garden arrangement from Wadley & Smythe, of New York, who have not before exhibited in this section. They staged a formal garden, the walks of which were lined with bay trees and orange trees, the latter in fruit. And of course the oranges made an immediate appeal to popular fancy.

Everybody was interested in Mr. Charles H. Totty's display of the new yellow rose, Souvenir de Claudius Pernet, which received much attention. There was some criticism of the foliage, however.

Another new rose, Mrs. Warren Harding, a sport of Columbia, shown by A. N. Pierson, aroused much interest. Private gardeners in particular seemed much pleased with it.

The hydrangeas and the Cinerarias exhibited could not be called very good. One batch of Cyclamen from Mr. J. Stuart, gardener for Mrs. F. A. Constable, Mamaroneck, N. Y., was remarkably fine, but commercial Cyclamen as a rule were not as good as those often seen around Boston. Some particularly good Primula obconicas were noted.

Better Darwin tulips have seldom been seen than those at the New York Show. Many of them were wonderfully done, and included several of the newer and more highly prized varieties. F. R. Pierson's wonderful Easter lilies, plants four and five feet high, and carrying eight to fifteen flowers, were a revelation to me. I was not at all surprised that they won first premium.

Another and exceedingly captivating exhibit was that of Kurume azaleas shown by Dreer of Philadelphia. They were magnificent plants, and if I can borrow a word which everybody seems to be using just now, I was greatly intrigued by Pink Pearl and Snowflake. The Dreer people certainly scored a hit with these azaleas, which seem certain to become of commercial importance before very long. I was much impressed by the specimens of Taxus cuspidata in the Julius

CONGRATULATIONS
to
MR. and MRS. E. G. HILL
of
RICHMOND, IND.
Whose Golden Wedding Anniversary was celebrated
March 13

# AZALEA KURUME

## First time offered with all its range of color

*Write for Prices and Sizes*

## A. PERICAT, Orchid and Azalea Grower

**Collingdale P. O., Darby, Pa.**


Roehrs exhibit. These Japanese Yews, with the fine color shown by the new growth, were very handsome, and were viewed with much interest.

I think it was in F. R. Pierson's exhibit that the tall white birches in full leaf were to be seen while in the Julius Roehrs garden were some specimens of Cornus florida in flower.

Bobbink & Atkins, who won a gold medal for the best formal garden, had a charming arrangement set with azaleas, shrubs and little apple trees in blossom. It seemed to me that rare good taste was shown in their garden, as well as much thought.

Traendley & Schenk made a great show in the One Thousand Cut Rose competition, and are being widely congratulated on capturing the first prize of $500.

Altogether it was a noteworthy exhibition, and can be set down as an unqualified success.

### THE MARKET

Remarkable vitality is being shown by the flower market. Instead of a glutted market, such as is commonly seen at this season, everything is being cleaned up daily. Prices are good, and the growers are happy. You can't buy carnations under five cents, and you pay ten for Laddie. You can get roses for six cents, but you must pay twenty-five for Hadley with twenty-one inch stems. Crusader costs about as much, while Russells, Pilgrims and Premiers are twenty cents.

There are too many callas, and you can buy them for a dollar a dozen. Easter lilies have come along too early. Few people want them now, which accounts for the low prices they are bringing. Daffodils are four to six cents, unless you want King Alfred, when you must pay eight.

A few spikes of larkspur have come in, and that they are welcome is shown by the price of fifty cents each which has been paid. Antirrhinums are four dollars a dozen, and are coming good again. Valleys have gone up to eight and ten cents where they used to be, while violets continue to hold their own at $1.25, which means good stock. You can buy poor violets for fifty cents if you want them.

### GLADIOLI FOR COLOR

#### Some Valuable Recommendations from B. Hammond Tracy

Mr. B. Hammond Tracy, the well known gladiolus expert of Wenham, Mass., has an interesting discussion of gladioli and their care in his spring catalogue. One whole page is given over to classification with respect to color, and on another page the following suggestions are given:

"For the pink garden we highly recommend Pink Wonder, Pink Perfection, Daybreak, Delice, Gretchen Zang, Dawn, and Halley, a favorite variety which should be in every garden because of its wonderful spike of salmon pink flowers. Large flowered lavender and yellow gladioli are the dearest possessions of every hybridizer and good varieties of these colors are very scarce. Lavender and mauve blooms of Cattleya, Nora, Conspicuous, and Mary Fennell, and the deeper blue of Baron Josef Hulot remind one of orchids, and when planted or arranged with such yellows as Flora, Sunrise, Golden Measure, or Yellow Prince, give an effect which is pure satisfaction.

"White varieties are always in demand and no planting or decoration is quite complete without them. The new White Wonder and Albania are magnificent specimens of glistening white gladioli of great size and substance. Older varieties such as Lily Lehman, Europa, Glory of Holland, and L'Immaculee are matchless for contrast in the blue garden.

"A very unusual color combination, one seldom found in flowers, is that of the deep rose-cerise of Mrs. Watt and the royal blue of Baron Josef Hulot. It is a very perfect reproduction of the French Rosenblue.

"A careful study of varieties listed under 'Named Varieties' will suggest many colors for both planting and cutting, and such varieties as Crimson Glow, Mystery, Mrs. Frank Pendleton, Sunset, Maize, Mrs. Francis King, Independence, and Loveliness, should find a place in every garden."

### B. E. THORNTON, LAWRENCE FLORIST, DEAD

Benjamin E. Thornton, for more than forty years a member of Thornton Bros., Florists, of Lawrence, Mass., died Sunday, March 19. He leaves a widow, a son and three daughters.

### BOSTON

Everett E. Cummings, the well known sweet pea grower of Woburn, has added the dairy business to his list of enterprises. A car load of fourteen cows has just been received from Maine, and have gone into Mr. Cummings' big cement barn. Besides handling cows and sweet peas, Mr. Cummings grows a great number of cucumbers.

J. Newman & Sons Corp., florists of long standing in Boston, are soon to occupy new quarters at 200 Washington Street, which they have leased for a term of years. For a long time the Newmans were at the lower end of Tremont Street, but afterwards moved to a new store near the corner of Boylston Street.

Penn had a St. Patrick Day window display which attracted a great amount of attention. The chief feature was Miss Virginia Morgan, a harpist, who dressed in typical costume symbolized the Harp of Erin. During the afternoon and evening Miss Morgan played appropriate selections.

## FLORISTS TO MEET APRIL 1

### New England Alliance to Have a Grand Get-Together Occasion at the City Club

It is announced that a meeting of the New England Florists' Alliance will be held at the City Club in Boston on the evening of Saturday, April 1. There will be a banquet at 7 o'clock, but all who are not able to be present then are invited to come later in the evening. This gathering will not be limited to members of the Alliance. In fact, all florists, no matter what branch they may be in, are asked to be present, in order to hear a statement of what the Alliance is doing and hopes to accomplish. Several new members have been admitted since the last list was published, and the Alliance is making steady progress, according to the new secretary, Mr. Eugene M. Naukam. The following is the notice of the meeting which is being sent to members and others:

"We Florists Must Stick Together"

CO-OPERATE to protect the more than $60,000,000 worth of business done annually in our industry and increase it.

Attend the general meeting of Florists at the Boston City Club, Saturday, April 1, 1922, 7 P. M.

Supper for those who are hungry at 7 P. M.

Come as early as you can, be there some time during the meeting.

This will be an open forum where all can express themselves regarding the New England Florists' Alliance.

The Constitution and By-laws will be open for discussion as well as many other matters of importance to the trade in general.

Come or send an authorized representative to act for you.

Let all meet at the City Club, Boston, Saturday, April 1, 1922, 7 P. M. or as soon thereafter as possible.

If you are coming to supper notify E. M. Naukam, 77 Summer St., Boston, Mass. Phone Beach 4114 on or before noon, Friday, April 24, 1922, so reservation can be made.

You be there—I'll be there—We will all be there.

## BUFFALO FLORISTS ACTIVE

Mr. W. H. Grever is acting as chairman of the Western New York Florists' Publicity Committee during the illness of the permanent chairman; W. H. Eiss. Mr. Eiss was compelled to submit to an operation, but is now fast recovering. Mr. Grever, Mr. Weiss and Mr. Sivers have been appointed a committee to call on retailers who have not yet signed up, and are reporting good results. The growers in the Buffalo section have recently shown much more interest in publicity work than ever before. In fact, they are coming to set a pace for the retailers.


# BEGONIAS
FOR
# SPRING SALES

NEW ENGLAND GROWN

| | 100 | 1000 |
|---|---|---|
| Chatellaine 2¼-in. | $ 7.50 | $65.00 |
| Chatellaine 3½-in. | 16.50 | |
| Mrs. Patten 2¼-in. | 8.00 | 75.00 |
| Mrs. Patten 3½-in. | 16.50 | |
| Pride of New Castle 2¼-in. | 8.00 | 75.00 |
| Pride of New Castle 3-in. | 10.00 | 90.00 |

CARNATION CUTTINGS

10,000 Pink Delight for April Delivery; $7.00 per 100, $65.00 per 1,000

A Full Supply of Standard Varieties
New England Stock
Well Rooted—Carefully Packed

G. U. LIGGIT — *Wholesale Plantsman* — 505 Bulletin Building

NEW ENGLAND OFFICE:
15 CEDAR ST., WATERTOWN, MASS.
L. J. REUTER IN CHARGE

PHILADELPHIA


## FLOWERS FOR MAYORS

### One Way in Which Attention is Being Called to the Indianapolis Show

The F. T. D. is helping to gain publicity for the National Flower Show, which opens in Indianapolis today, in an interesting way. They recently sent each member a telegram reading as folows:

"F. T. D. Members: Deliver Saturday A. M., March 25, box of cut flowers, basket or blooming plant, your own selection and value, to the Mayor of your home town, using a card reading: 'On the opening of the Fifth National Flower Show today it gives me great pleasure to send a message of flowers by wire to you. Signed, Mayor, Samuel Lewis Shank, City of Indianapolis.'

"P. S. Be sure and do your best, and remember this will mean local publicity for you. Be sure that your local papers get told of this. Charge up to your own publicity account. Let us have your receipted bill, and state what you sent to the Mayor."




BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 15-H Newark, New York

# CYCLAMEN IN AMERICA

## Notes and Criticisms of Stocks and Methods by an English Writer

Cyclamen as grown in the United States are discussed at considerable length by a writer in the Gardeners' Chronicle of London, England, under a New York date. It is enteresting to get his point of view. Growers doubtless will be interested in the article, parts of which are reproduced as follows:

"It is astonishing how the Cyclamen has been taken up by American growers during the past two or three years; until the Germans were able to get their crops or seeds over here in 1919 there was not nearly enough seeds to meet the demand, and as there were only two or three growers in U. S. A. producing seed, the supply of English seed had to go round as far as possible.

"Since 1919, German seed has been coming into this country in quantity, and every plant grower up and down the country has tried his hand. Some, especially those who always specialized in Cyclamen, have made a great success of the plants, and, incidentally, much money; others have had bad luck with them, and especially this season. Mite is a serious pest, and, in a general way, it is only those with some European experience who have kept this and other pests in check, due, of course, to the fact that they know the importance of cleanliness, and growing the plants in moist, cool conditions.

"I may be wrong, but I do not think anyone at home produces such wonderful plants of Cyclamen as are produced by a few growers here, including Messrs. Roland, Boston; Craig, Philadelphia; Petersen, Cincinnati; and Lehnig, Hackensack. All these growers have had European training, and probably have European trained labor. Thos. Roland is of English birth, and is one of the greatest pot-plant growers in this country. His largest Cyclamen plants, well over two feet in diameter in 8-inch pots, were retailing this Christmas in New York at $20, say, £8 each. I may state that for quality of flowers these commercial growers' plants are not so fine as I have seen in England; generally speaking, English seed produces finer flowers, but not such vigorous plants as the German seed.

"At least I am informed that this is so, but for all that I have seen plants raised from English seed in March carrying well over 100 flowers, and nearer three feet than two feet across. These were shown in New York by a private gardener, a Scotchman named Stuart. He is a great enthusiast on Cyclamen, and as he was in England this past summer he made a pilgrimage to Harlington, Middlesex, just to talk Cyclamen with the veteran grower of the St. George's Nurseries, Mr. Tom Avery. I often think that had Mr. Avery been in America during the past ten years he would be rolling along the highways in his twin-six motor-car instead of handling a water-can. I may mention that the commercial growers here mostly sow in flats and transplant the seedlings singly at a fairly early stage of their development. The marvel about the seedlings is that they grow so well in large houses, despite the hot summers here; shading is done with scrim on wires, and watering or spraying by means of a hose. I have never seen anyone using a can but I assume they do adopt this method of watering when the plants are small.

"Ashes are used on the benches, which are rarely solid. I have not met a grower who gives his plants cold frame treatment in the summer, although there are some that do so, even in Canada.

"American growers make two or more sowings, the first as soon as the seed is available. In this respect the Germans get in first; moreover, as they have been sending such large quantities, doubtless some left-over stock is utilized; the wise grower prefers such seed, because it germinates more readily than fresh, but others think of fresh seed only, and therefore do not start sowing before some time in August. Plants from the early sowings in the hands of expert growers begin flowering in October, but there are some who can get good plants in 4-inch and 5-inch pots from March sowings.

"Regarding potting, plants required for blooming early in winter and for the Christmas trade are in their flowering pots by September or October, but later plants are potted even so late as December. Repotting, of course, checks the blooming somewhat, but it results in finer and more


PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

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Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.

J. K. Alexander

Largest Dahlia Grower in the World

32 Central Street

East Bridgewater, Mass.



GOOD MONEY CAN BE MADE EVERY DAY

By Florists, Seedsmen, Etc.

Selling CHINESE CINNAMON VINES over their counters. They are best of sellers and pay well.




CINNAMON VINES are the most beautiful, most fragrant and easiest grown of all climbers, also make charming window plants. They are sure to grow, sure to please and always make friends.

The Tubers are dry and clean to handle, never rot or dry up, require no packing, and you can sell them from early spring—way up to July.

They sell amazingly well and will bring you more money than you dream of.

Full Particulars, Rock-Bottom Prices and Fancy Display Card Free. Don't miss these great big Money Makers. I Guarantee Success.

Address (Largest Grower in the World)

A. T. COOK, Cinnamon Vine Specialist, Hyde Park, N.Y.

substantial specimens. If allowed to get pot-bound, the plants do not last long after reaching the buyer's home.

"American growers are no wiser than growers in England when it comes to watching for new plants. Indeed, I might hazard that the general run of commercial growers here are even more chary of trying a new thing than growers in England: they wait until someone leads the way, then all follow suit, roses and carnations excepted.

"There are probably various reasons for this: many growers are of foreign extraction or foreign born, none too well versed in the English language, and therefore not given to reading much. Others, like some at home, are suspicious, too slow, or too busy to bother about things they know nothing of. And then, of course, there are some who know so much that they do not interest themselves in what others are doing; they assume they are far ahead of the outside world. Luther Burbank once said he was too much concerned with his own work to pay much heed to what others were doing. Such people live in a world of their own; there are lots of them everywhere."

## THE MAYFLOWER BILL

At last the reason has been disclosed why the legislature of Massachusetts reported against the Burrage bill to save the Trailing Arbutus. It seems that a representative from Cape Cod brought his influence to bear on the conservation committee, and filed a letter from the head of the Cape Cod Farm Bureau protesting against such legislation on the ground that large numbers of poor children earn a good part of their clothing by picking and selling these flowers. It was argued also that the flowers go to the poor people in the cities who otherwise would not see them except in the cars of the more prosperous.

The representative in question claims that the damage to the plants is not done by the commercial pickers, but by automobile parties who tear up the plants by the roots. It is stated that the flowers have been picked and sold by the Cape Codders for over forty years, and the claim is made that while the Arbutus is dying out in pine groves, it is increasing among oak trees. It will be of value to get the report of some authority on the latter statement.

A fire at the potting shed of the greenhouse on the estate of Mrs. Hannah P. Weld, at Brookline, caused about five hundred dollars damage.




**FLOWER SHOW SPECIAL**

Don't forget the dates for the great National Flower Show at Indianapolis : — March 25th to April 1st. Opens on a Saturday, closes on a Saturday. Eight days of Enthusiasm for the Advancement of Horticulture. We will be there with an exhibit and wish to meet you.

Our stocks of Ribbons, Baskets and Florists' Supplies were never finer than at present, and we can take good care of your orders at lowest market prices. Let us hear from you.

S. S. PENNOCK COMPANY

THE WHOLESALE FLORISTS OF PHILADELPHIA

NEW YORK 117 W. 28th St. | PHILADELPHIA 1608-1620 Ludlow St. | BALTIMORE Franklin & St. Paul Sts.

WASHINGTON, 1216 H. St., N. W.


## MR. CAMPBELL ON DIGGING AND PACKING

Mr. W. E. Campbell, President of the Elm City Nurseries, New Haven, Conn., spoke before the course in nursery practice at Massachusetts Agricultural College on February 28th, giving a lecture and demonstration on the digging and packing of nursery stock.



Mr. W. E. Campbell

For packing, Mr. Campbell recommended rye straw where it can be used, also sphagnum moss and shingle tow. He estimates that the average cost of packing on retail orders is 7% of the value of the stock. He then demonstrated all methods of packing, from small mail orders to car lots. Parcel post and express were recommended as the best methods of shipment.

## CHANGES AMONG GARDENERS

A. Fournier has become superintendent of the Bradley-Martin estate at Westbury, L. I. Mr. Fournier was formerly superintendent of the Hall D. Cravath estate.

Peter Morrison has become head gardener to Hamilton Kean at Elberon, N. J.

Karl Bauch is now gardener on the Mrs. Charles Kohler estate at Suffern, N. Y.

Carl Peterson has become superintendent of the Henri Bendje estate at Great Neck, L. I.

Robert Marshall has become superintendent of Planting Fields, the estate of W. R. Cole at Oyster Bay, L. I. Mr. Marshall succeeds Arthur E. Thatcher, formerly of the Arnold Arboretum in Boston and the Bar Harbor, Me., Nurseries. Mr. Thatcher has gone to England.

# —HORTICULTURE—

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**Following up Sales.** There are some marked differences of opinion in the nursery trade concerning the extent to which nurserymen should follow up their sales. The president of the American Association of Nurserymen has said in a public address: "The nurseryman must deliver to the planter or to the transportation company as the case may be good trees in a healthy and vigorous growing condition. The nurseryman's duty and responsibility should end there. He has already taken his risk with the elements and natural enemies for three or four years in producing those trees. It is not up to the nurseryman to carry his responsibility on over and into the back yard of the planter."

In his recent much quoted address Mr. John Watson takes sharp issue with this statement. He declares that it is up to the nurseryman to follow his stock until it is not only planted, but growing and thriving. He quotes with appreciation the advice of former Secretary of Agriculture Meredith as follows: "When you make a sale, follow it up and ask the man if he has planted that stock at the right time; if he is using an insecticide, suggest that he spray the stock; if it needs to be covered in winter drop him a note and say 'Don't forget to cover up that stock you bought'."

Now there ought to be a great deal of unanimity of opinion in this respect if it was realized that follow-up work is not done out of philanthropy or pure good will. It is done with a definite purpose to create more business by establishing close personal relations between buyer and seller. There are some nurserymen, to be sure, who seem to argue that if most of the trees die, so much the better for the nurserymen, because the garden maker will have to buy more. That is about as iniquitous a line of reasoning as can well be conceived. The garden maker may buy again, but it will be from some other nurseryman. On the other hand, the nurseryman who can gain the confidence of a customer is going to keep him and win many of his friends.

No one expects all trees to live. The percentage of loss is always certain to be much larger than one could wish for the good of the business. But this percentage will be less if the follow-up system is maintained, and what is more, the customer will be much more likely to accept the responsibility for whatever loss may come.

Some people have the idea that the follow-up system means simply sending along additional advertising matter in an effort to make another sale. In its best development it is a series of more or less intimate communications, brief preferably, and breezy if possible, but designed obviously to be of service. The customer who is handled in this way will be in the right frame of mind to make use of the next catalogue you send him.

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**Chamber of Horticulture.** While the question of a Chamber of Horticulture is being discussed in a tentative way in the United States, Canada is going ahead with a similar plan. A largely attended meeting was recently held in Toronto to discuss the establishment of a Canadian Council of Horticulture, and a provisional constitution has been drawn up. A committee has been appointed to draft a proposition for the establishment of a medal of honor in horticulture.

The nurserymen in the United States are particularly keen, apparently, for the development of some such institution in this country as that which is proposed across the line. Many members of the S. A. F. have also given their approval. With such a Chamber, representing all of the horticultural interests of the country, which would include, of course, fruit growers and similar lines, much could be done to mould public opinion and secure the support of legislators in a way which would be of immense advantage to the trade.

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**Thoughts by the Way.** To what shall we attribute the present good business in flowers at a time when there usually is stagnation? Isn't it fair to give a little credit to good publicity work.

The splendid co-operation of the F. T. D. in making the Indianapolis show a success will not be forgotten. It is the kind of co-operation that counts.

We see a few florists' automobiles that are not a credit to the trade. The public is likely to judge you by your machine. Keep it looking well.

We haven't heard so much greenhouse talk in many months. It isn't all talking either. The contracts are being signed.

# GRAFTED ROSES

Once again we remind you that we are grafting Roses. We have a big lot of very fine Manetti and can take care of your requirements.

| | |
|---|---|
| PREMIER | MRS. AARON WARD |
| COLUMBIA | MILADY |
| BUTTERFLY | FRANCIS SCOTT KEY |

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are the big sellers of the year. We have them!
Let us hear from you!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


## OLD STORIES

Myth and legend add much to the pleasure we take in our flowers and trees. We like to find the four-leaved clovers and the even-ball leaves for the good luck they bring us. When we see the poplar trees shaking at their boughs we recall the long punishment they have had for stealing the cup which Hebe lost in the forest. The quivering aspen tree still silvers for legend says it was the wood of the cross. The birches are clad in white for they hope Orpheus will return to play to them that they may dance and make merry in the forest.

Longfellow's poem brought to the nursing of the Yankee soldiers in the Civil War. We do not associate with these lilacs the name of syringa, which, as children, we gave to the sweet, white blossoms picked in our grandmothers' gardens, now known as the Philadelphus.

Many stories gather about our little pansy known to Germans as the stepmother, from the story she told to children of her taking the two green chairs but were leftovers and the French we like to connect these pretty pussy-faced blossoms with heartsease and thought. Epigaea repens is a lovely dainty little flower nestled under its rusty green leaves, but all the attention which is being given to the arbutus this winter comes largely from its being the May flower loved by the Pilgrims the flower of Priscilla and John Alden, now the floral emblem of our state, the grand old Commonwealth, of Massachusetts.

M. B. CASE

Hillcrest Gardens, Westerly, R. I.
February 26, 1922.

## NOW FOR INDIANAPOLIS

### National Flower Show Opens Today—Big Attendance Promised

The National Flower Show at Indianapolis opens today, March 25, under auspicious conditions. In spite of the cold from Cleveland, Toronto the country ever have united in the success of the show and a big attendance is certain.

In addition to the large and prize being offered by the Society of American Florists and Ornamental Horticulturists the American Rose Society, the American Carnation Society and other affiliated organizations, special prizes are being offered by many individuals and business concerns.

The official schedule of time calls for the following events on Saturday, March 25 by garden growers: Parade of flower trucks and floats; horse and automobile parade; judging of prizes; visit to gifts and talk; the famous motorcycle, open cockpit, no windscreen parade; prizes for flower balls in flower trucks and automobiles; awards; prizes and flower parade; prizes in gifts and talks. Monday, March 27, the most attractive for amateur and commercial growers; awards available. Tuesday, March 28, judging of premiums by private growers, open amateur and commercial growers. Wednesday, last day for display; awards and available to private and commercial growers. Thursday, March 30, display of commercial and private growers. Friday, March 31, awards closed.


# PLANTS

## FOR THE HARDY GARDEN

We have a splendid collection of the following varieties suitable for spring planting.

IRISES LILIES LARKSPURS
CAMPANULAS HOLLYHOCKS PHLOXES

Also Conifers and other Hardy Shrubs. Over 100 acres devoted to Nursery Stock. A complimentary copy of our 1922 Garden Annual mailed on request.

**R. & J. FARQUHAR COMPANY**

6 SO. MARKET STREET BOSTON, MASS.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I find much satisfaction in the fact that some of the growers are giving attention to the wonderful Kurume azaleas from Japan, which ought to prove of no little value commercially, as well as for forcing in private greenhouses. I think the Dreer exhibit at the New York Flower Show opened the eyes of many people to the value of this azalea. Now I find that Mr. Alphonse Pericat, the well known orchid grower of Collingdale, Pa., has also developed a good stock of these azaleas. Many florists have been asking where they can be obtained, and it has been difficult until now to give them an answer.

I presume that other growers of these fine plants are accumulating stock in different parts of the country, just as nurserymen are quietly building up their supply of Regal lilies. Naturally, however, those nurserymen who have been forehanded and enterprising enough to get an early stock will get the cream of the trade. The Kurume azaleas have a wide range of color, varying from white to pink, rose, cerise, lavender, mauve, magenta, salmon, vermillion and bright red to deep scarlet. They are wonderful plants, and deserve widespread popularity.

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The catalogue of Joseph Breck & Sons, of Boston, which always comes like an old friend, appears in a new dress this year. The cover is symbolic of one hundred years, during which the firm has been doing business. In the background the North Market Street building is seen, while in the foreground an out-of-door picture suggests the Breck Robinson Nurseries at Lexington. In a foot-piece is a very interesting sketch of the Faneuil Hall and Quincy markets.

It is a big book, but gives much space to garden and farm implements, as well as to plants, seeds and bulbs. An interesting feature is a table of contents so carefully worked out and subdivided that readers can turn almost instantly to any article which they may be seeking. The firm stars seeds and plants which they particularly recommend, a helpful idea.

In the novelty pages seeds are advertised of the Kurume azaleas now coming into popularity. Grown from seed, these azaleas will produce flowering size plants in about three years. Many growers will be very glad to learn where seed can be obtained. Seed is also offered of Acacia Baileyana, which has been much in evidence in the florist shops this year.

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It has seemed to me that nurserymen do not always take advantage of local opportunities for increased business with churches, club houses and the like. Many organizations, religious and otherwise, are willing to spend money in beautifying their grounds if the matter is put to them in the right way. I am reminded of this fact by a newspaper item concerning the dedication of the grounds of a Methodist Church at Babylon, N. Y., which has been greatly beautified by the Hicks Nursery. The dedication of the grounds was an original feature, and took place at an evening service. All about the church evergreens and flowering shrubs had been arranged, and the expense was borne by one of the Sunday School classes.

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The friends of T. J. Behrens, of the Retreat Greenhouses, Oxford, Ohio, who have seen the new white rose, Dorothea, recently registrated by him, believe it has a great future. Mr. Behrens has been working for two and a half years on the production of this rose, which is a cross between Ophelia and Columbia, two old standard favorites. The new rose has ninety-two petals, and is said to be one of the most perfect and beautiful roses ever produced. Mr. Behrens now has twenty plants which he expects to increase to four hundred by next spring, and is said already to have received an attractive offer for the rose from one of the state's biggest florists.

It is interesting just now, while Hamamelis mollis, the Chinese witch hazel, is in bloom in the Arnold Arboretum, to read that this plant has just been given the first award for garden merit by the council of the Royal Horticultural Society. This award is to be given for ornamental plants of proved and outstanding excellence for garden decoration. Hamamelis mollis, as it grows in the Arnold Arboretum, is truly a handsome and remarkable plant, the best of all the witch hazels, not excepting the Japanese species. It produces fragrant, golden yellow flowers in profusion, in clusters along last year's twigs.



The Wonderful Kurume Azaleas
Both Plants and Seeds are Now Available

# George Watson's Corner

"You in your small corner and me in mine."

Like many other Quaker City folks the writer had to make a flying visit to the New York Show. It was a grand show and a great credit to everybody taking part in it. The New England and Pennsylvania exhibitors especially are worthy of praise for their good work. They rose grandly against the local spirit, and not only that, but they are to go further and keep the good thing going at the Indianapolis celebration—which, of course, will be even more country-wide in its showings.

The exhibitors at the two great shows, coming so close together in March, New York City and Indianapolis, are largely the same people—although the audiences are entirely different. Great results follow in both cases. We must extend our grim sympathy, however, to those hard workers; and while they hustle and sweat—and the rest of us sit around and smile—they have the satisfaction of knowing that their reward will come along in due course. When that happens the smile will be on the other side. Then it will be: "Hah! what will you have: one of these specially nice fifty-cent cigars"; or "Hah! how would you like to take a trip down to the Bahama Islands with me? My yacht is down at the wharf now, and we could sail tomorrow or next day." Oh boy! Let's walk down Picadilly!

Billy Stephens (alias Burton's Billy), a well known figure in the cut flower market here for a quarter century, is still on the job, and hale and hearty—even if whiskers are turning grey. He is an active cog in the Berger wheel and a welcome visitor every day among the retailers. He has been with the Berger Company now for a good many years, and is highly esteemed by his employers for faithfulness and efficiency.

Emil Wohlert, who used to run a florist place down Swarthmore way, is now associated with his brother, A. E. Wohlert, in the landscaping line at Narberth.

Philip Freud of the Michell forces has been laid up with the grip for five weeks. He is back on duty again, and has already got two new window masterpieces bringing in the dollars. He has been thirty years on his job, and we all hope he may stay another thirty.

George Burton commends our comments in a recent issue on the best way for a grower marketing his flowers. He says he has been shipping to the Leo Niessen Co. for the past twen-


We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

BURBANK SEEDS
ARE STANDARDS THE WORLD OVER
BULLETIN 61 IS FREE TO ALL
Announcing Amaranthus "Molten Fire" and other new creations in Flowers, Vegetables, Grains and Grasses
LUTHER BURBANK
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ty-two years, and still sticks to them—in spite of all temptations. George is a son of his father, and a wise guy. He also thinks that the wholesalers should stand strong for Horticulture, after the fine way it has stood up for them. Verb sap. It ought to be two full pages or something like that the next time, Hugo. We need the money.

The seed stores are busy at last. Six deep at the counter, except on a rainy day. No more Saturday afternoons off for the sporting element for a while.

We passed a little joke along to our lawyer friend, Dan Donahue, last issue. He simply smiled and said, "Hm, have you made out your income tax sheet yet?" We said nothing, but a friend at my elbow said, "By gorry, how about this one of mine." So the two of them got busy on it and after half an hour they were shaking hands in the most cordial manner. After we got down into South Penn Square, I said, "Well, how did you like Dan?" "Say, George, that's the smartest lawyer in Philadelphia. I've saved twenty-seven dollars and fifty cents from that little talk, and I thought I had the thing down to a fare-you-well." The point to this is, never be too sure. Consult Dan.

The Clement will was probated at Palm Beach March 8th. The estate is stated in value as a million dollars and over, and, outside of bequests to relatives, is left in trust to the testator's widow, who lives at the home farm in Hempstead, Long Island. The Captain was a great lover of roses and had a fine collection of them at his three estates: Hempstead, Castine, and Palm Beach.

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The Acacia is having its usual innings at present, the lovely yellow sprays bringing up old remembrances and traditions which have come down to us from ancient days—from Hindostan and Egypt and Armenia, down the more recent days of the Christian Era. The variety most seen at present is A. pubescens.

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Mark Mills of the W. K. Harris Co. misunderstands me a little. I do not object to green. I love the shamrock. I love everything green that's natural. Green grass, green trees, green everything. Sure. Everybody does. That's not the point. The point is that I object to a green carnation. It isn't beautiful. It's an outrage. A perfect white carnation is one of Mother Nature's greatest masterpieces, and we all bow in reverence before it. If some wild beast rushes along, and splashes our idol with green mud, just to affront us, we have a right to go for him, hair, toe nails, and blood! Dye is all right in its proper place. But it must be true to nature. Nature abhors an outrage and a green carnation is an outrage. Down with it. Down, down, down, down, down among the dead things may it lie!

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CABBAGE.—$1.75 per lb. Early Jersey Wakefield. Early Winningstadt. Copenhagen Market. Danish Ballhead Short Stem. Danish Roundhead. Danish Ballhead Tall Stem. Premium Late Flat Dutch. Mammoth Rock Red $2.00 per lb. Danish Dark Red Stone $2.00 per lb. Standard Seed Co., Racine, Wis.

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| Chrysanthemum Manual, The. Smith | .60 |
| Floral Designs, Album of | .75 |
| Floral Designing, Manual of | 1.50 |
| Floriculture, Principles of. Wilcox | 3.75 |
| Grape Culture, Foundations of. Munson | 2.50 |
| Greenhouse Construction. Taft | 2.25 |
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| Landscape Gardening, Practical. Goodland | 2.50 |
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| Peony, The Book of. Mrs. Edward Harding | 6.50 |
| Peony Manual, The. Harrison | .25 |
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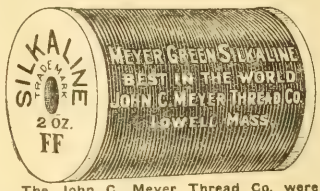
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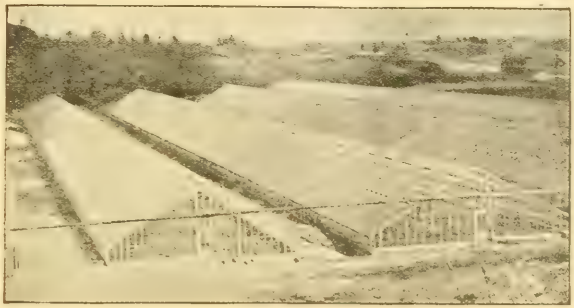
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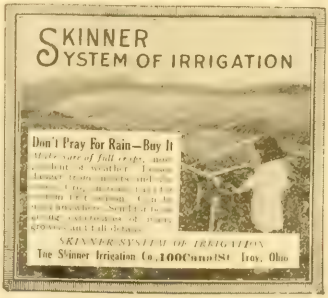
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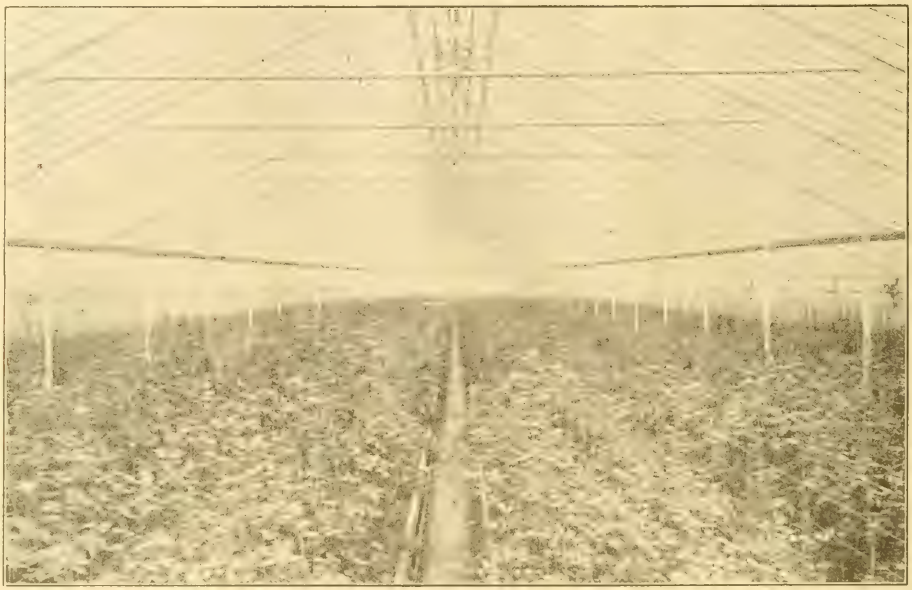
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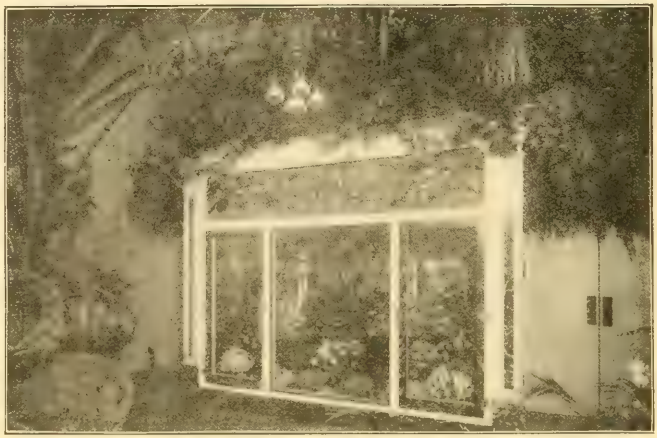
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Volume XXXV APRIL 10, 1922 Number 7

# Horticulture



EASTER NUMBER



*Easter Orders*

# *FOR KANSAS CITY*

AND ALL POINTS WITHIN
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*Florists' Telegraph Delivery Service*

ALWAYS PROMPT AND RELIABLE

# *SAMUEL MURRAY*

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# HORTICULTURE

**April 10, 1922**



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North Abington, Mass.

Price list free

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For the

## Easter Parade



With us we are going to be in fine shape for Easter, with splendid cuts of

Sweet Peas, $3, $4, $5 per 100.

Valley, $8 per 100.

Pilgrim, $12, $15, $20, $25 per 100.

Columbia, $12, $15, $20, $25 per 100.

Premier, $15, $20, $25 per 100.

A few extra long Pilgrims, Columbias and Premiers at $30 and $35.

Ophelia, $15, $20, $25 per 100.

Butterfly, $15, $20, $25 per 100.

Sunburst, $15, $20, $25 per 100.

Mrs. Aaron Ward, $15, $20 per 100.

Sweetheart Roses, $4 per 100.

Yellow Daisies, $2, $3 per 100.

White Daisies, $2 per 100.

Snapdragon, $1, $1.50, $2, $2.50 per doz.

Callas and Gardenias, prices on application.

Smilax Strings $1 a doz.; $25, $30 a hundred, according to length, very choice.

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## Winter-Flowering Roses

We offer the following strong plants, own root stock, out of 2¼ inch pots, ready for immediate delivery

**Francis Scott Key, Crusader, Mme. Butterfly, Columbia, Mignon, American Beauty and Premier**

The following varieties, own root stock, extra strong plants, out of 3½-inch pots

**Francis Scott Key, Crusader, Mme. Butterfly, Columbia and Premier.**

**Prices on Application**

## FERNS

We wish to call particular attention to our fine stock of ferns which we are offering at this time.

**NEPHROLEPIS VICTORIA** (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

**NEPHROLEPIS ELEGANTISSIMA.** Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each

**NEPHROLEPIS ELEGANTISSIMA COMPACTA.** 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

**NEPHROLEPIS MUSCOSA.** Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

**NEPHROLEPIS HARRISII.** 10-in., $5.00 to $7.50 each.

**NEPHROLEPIS DWARF BOSTON.** 3½-in. pots, $25.00 per 100; 6-in., 75c each.

**ENGLISH IVY,** nice plants, 4-in. pots, bushy, 25c and 35c each, according to quality.

**Packing added extra at cost.**

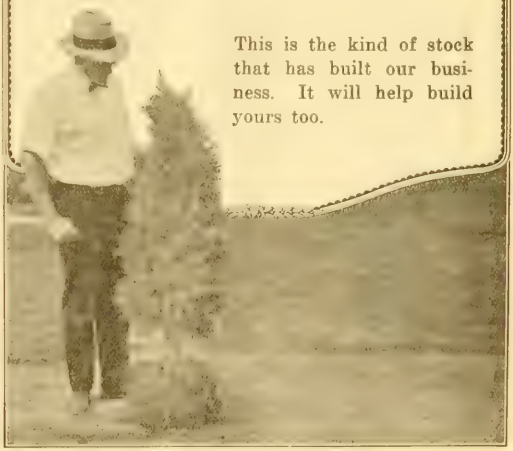
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## Framingham Nurseries

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This is the kind of stock that has built our business. It will help build yours too.

# Ornamental Nursery Stock

In addition to our **PEONIES** we have a choice line of **HARDY HYBRID RHODODENDRONS, EVERGREENS, AZALEAS, SHADE TREES, FLOWERING SHRUBS, IRIS, PHLOX** and **GARDEN PERENNIALS.**

**QUALITY** and **SERVICE** are our watchwords and a sight of **THOUSANDS OF TREES AND SHRUBS, EVERY ONE A SPECIMEN,** may be seen here. **WE INVITE INSPECTION.** Catalog on request.

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(T. C. Thurlow's Sons, Inc.)

**Not Open Sundays** **WEST NEWBURY, MASS.**


### GENERAL NEWS.

J. L. O. Quinn & Co., florists of Raleigh, N. C., have sold their business to the J. J. Fallon Co., of Lynchburg, which will continue it at the present stand.

The Floral Nursery, Inc., at New Kingston, Pa., near Harrisburg, is planning to build a new range of greenhouses, including a plant house, two carnation houses, a chrysanthemum house, and a house for sweet peas and roses. While this concern was incorporated only last spring, it has developed rapidly.


# Cherries, Privet Pears, Poplars

**Cherry,** 11/16 inch and up

500 Black Tartarian 200 Napoleon
400 Early Richmond 300 May Duke
200 English Morello 100 Windsor

**California Privet**

10,000 3/4 ft., 15,000 2/3 ft., 5000 1½ to 2 ft.

**Pear,** 11/16 inch and up

500 Kieffer 300 Clapp's Favorite

**Poplars**

1000 Carolina, 8 to 10 ft.; 1000 10 to 12 ft.
2000 Lombardy, 6 to 8 ft.; 2000 8 to 10 ft.; 1000 10 to 12 ft.

**Peach Trees,** 9/16 inch

300 Bell of Georgia 300 Greensboro
1000 Carman 500 Hieley

**Raspberries**

10,000 St. Regis

## SHRUBS

200 VIBURNUM Opulus, 2-3 ft.
300 GOLDEN ELDER, 2-3 ft.
100 CORNUS stolonifera, 2-3 ft.
150 CORNUS stolonifera, 3-4 ft.
100 LONICERA Morrowii, 1½-2 ft.
100 LONICERA Morrowii, 2-3 ft.
500 LONICERA tartarica, 3-4 ft.
1000 SYMPHORICARPOS vulgaria, 1½-2 ft.
400 SPIRAEA aurea, 3-4 ft.
300 SPIRAEA Vanhouttei, 2-3 ft.
500 SPIRAEA Vanhouttei, 1-1½ ft.
2000 STEPHANADRA flexuosa, 1½-2 ft.
300 PHILADELPHUS grandiflora, 2-3 ft.
100 PHILADELPHUS Gordoniana, 2-3 ft.
100 PHILADELPHUS Gordoniana, 3-4 ft.

All the above is strictly first-class stock
Let us quote you on any part of it.

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Yaleville, Conn.



# PEONIES

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| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
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| Mixed Peonies | 15.00 |

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**Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.**

## J. K. Alexander

Largest Dahlia Grower in the World
32 Central Street
East Bridgewater, Mass.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189'.

Vol. XXXV APRIL 10, 1922 No. 7

## THE TALK OF THE TRADE

From my observations through a good part of New England and New York state, I am forced to say that there is a larger amount of poor lilies this season that I have ever seen. There are some good lots, fully as good as we have had in recent years, even though they are not up to the pre-war standard. But the growers with the good lots are the exception. The main difficulty is short stemmed plants. Added to that is the low count and more than ordinary amount of disease, bringing the lily question this Easter to the point where there seems little doubt about everything being cleaned up readily at fair prices.

I am forced to the conclusion that there is a very good reason for this low quality of lilies. The Giganteums in particular are below standard. It has been a matter of discussion for some time past among men who should know the inside facts of lily importing and lily culture, and it seems to be the opinion of these men that the trouble is mainly due to unripened bulbs. For instance, the Formosums, which arrived the earliest and were started right along, did not begin to give the same satisfactory results as those which came in on the later shipments and were started along slowly.

Admitting that the Japanese farmer is digging the bulbs before they are thoroughly ripened, I don't think that the blame should be entirely laid at his door. It's true there are some growers who, realizing the conditions, will ask when placing an order for lilies to have them shipped from the later arrivals, and even then hold them back, sometimes putting them in cold storage for two weeks or more, before planting.

On the other hand, there are growers who make the one important stipulation in placing their lily orders that they must be shipped early. They don't seem to realize that that is where they are making the mistake. It must be well known to any grower of bulbs that the earliest stock shows the greatest percentage of sick bulbs, lowest flowering results and poorest quality. With lilies, whether they be Formosums or Giganteums, the earliest stock has surely shown the poorest results. The grower, who is satisfied to take lilies from the later shipments and start them along slowly, has benefited decidedly from this method of treatment. December 10, for instance, this year, was not too late to start Giganteums and get good results. This stock came along with better stems and higher count than that which was planted earlier.

I believe, though, that we are promised better days in the future. From this year on there will be increasing quantities of lilies, and within a very few years the Japanese lily farmer will have caught up on his stock, so that there will be ample supply, and of course that will mean that the price will come down. Probably not to the old pre-war figure, but possibly half way between that low cost and the present high cost.

With plenty of stock available it will become more necessary to see that this stock is harvested in a way that will assure good results. Otherwise it will mean a loss of business for the importer bringing in stock not sufficiently ripened.

Here is the way in which the Boston Traveler gives Henry Penn a nice bit of free publicity:

"HENRY PENN—this is the name that goes with that mammoth quill pen and the slogan, 'Say it with flowers' is celebrating the 15th anniversary of his birth today, away out in Indianapolis. He didn't go out there to celebrate, because the ban on celebrating is no less complete there than it is here in puritanical old Boston, but it happens that the annual national flower show is opening there today, and since he is one of the high lights in that organization the show couldn't go on without his presence. No, he doesn't say that he originated the now popular and much parodied or paraphrased slogan, 'Say it with flowers,' but he was the first to use and popularize it, since when he has striven to have all the members of the flower association employ it. It




is one of those phrases that have 'caught on,' and it promises to hold on indefinitely.

"Mr. Penn has done more than to popularize the giving of flowers, much as that is to his credit. He has done important work in pushing good citizenship campaigns throughout the United States, and in aiding in uplift work. It may be a good deal like 'carrying coals to Newcastle,' but we hope somebody will remember to send 45 roses to greet him at his desk when he returns from the 'Hoosier State' on Wednesday."

When in Fall River recently I was much interested to find that Mr. Warburton was forcing a considerable number of Spanish iris from California grown bulbs. He is among the growers who have been very successful with these bulbs, and who find the California stock entirely satisfactory. It has been necessary to learn how to grow them, however. What would be called a forcing temperature has been avoided. The bulbs have been flowered in a house which has been

kept cool from the start. They threw up a great crop of grass which presently fell over in rather discouraging fashion. Then, however, flowers began to come, and have continued to bloom profusely. The blooms have had a fine sale in the Fall River trade, and Mr. Warburton likes them very much.

It's seldom one sees a better lot of Baby Ramblers than those in the greenhouses of Mr. W. W. Hannell, Watervliet, N. Y. They are well grown in every way, timed perfectly for Easter, foliage and flowers well colored, showing they haven't been forced too much. The entire stock all the way through is of even form, heavily budded, and I think just about as well as one can do it. Mr. Hannell also has a nice lot of hydrangea, just about the stage to reach Easter right.

Mr. C. S. Strout and his wife, of Biddeford, Me., are back home from their southern trip which was begun immediately after the Hartford Show. They bring with them two handsome silver cups which testify to the skill of Mr. Strout on the links at Pinehurst.

The many friends of Mr. P. Welch, pioneer wholesale florist and former president of the S. A. F., will be sorry to learn that he is seriously ill at his home in Boston.

## APPOINTMENT FOR FLORIST

### John F. Dowd Secretary of Boston Americanization Committee

Florists of Greater Boston have been much interested in the announcement that John F. Dowd has been appointed by Mayor Curley secretary of the Americanization Committee, with headquarters at City Hall. When Mr. Dowd entered his new office he found his desk piled high with floral tributes from his friends in the trade. Conspicuous among them was a huge floral horse shoe from florists in the wholesale district.

Mr. Dowd, who is still a young man, has been in the employ of Galvin, Inc. for more than ten years, much of this time as a buyer for both of the Boston stores. Mr. Dowd, who lives at 24 Clarence street, Roxbury, will have a salary of $3,000.



John F. Dowd at his desk

## ALLIANCE IN SESSION

### Important Meeting at the City Club in Boston—By-laws to be Revised

More than forty florists attended the meeting of the New England Florists' Alliance held at the City Club, Boston, last Saturday night, in spite of the fact that one of the worst blizzards of the season was raging. The attendance in itself was enough to show the interest of the members. W. H. Elliott presided, and Secretary Eugene M. Naukam was at hand to answer questions. As a matter of fact Mr. Naukam spent most of the evening on his feet, as there were many matters upon which those present sought enlightenment. Mr. Naukam reported on national publicity work, and then reviewed the work of the Alliance. He said that seventy per cent of the original members had sent in their reports, which constituted a very good showing. Compliments had been received, he said, from florists in other parts of the country who were watching the Alliance and its progress. One particularly good letter had come from Mr. J. F. Ammann. About six hundred dollars has been collected so far in assessments, he said.

During the evening every florist present was called upon to express his opinion of the situation, and many important points were brought out. The two matters which seemed most in the minds of the members had to do with parts of the by-laws, and the attitude of the salesmen in the market. A vote was passed authorizing the board to re-draft the by-laws and to report at the next general meeting, to be held after Easter. It may be that the new by-laws will provide for a representative of the salesmen on the board of directors, providing they will form an organization of their own and present candidates. According to some of those present, the salesmen, by refusing to come into the Alliance, will hurt themselves as well as hurt the success of the movement. Secretary Naukam expressed himself as perfectly willing to make another attempt to meet them in the market, although previous attempts have been wholly without success.

Mr. Fred Palmer, of Brookline, was warmly applauded after Secretary Naukam had outlined the way in which Mr. Palmer figured his reports, taxing himself in every way possible with justice to himself. Mr. Palmer said that he believed in carrying on the flower business in a systematic way, and that he had been thorough-

ly convinced of the benefit of a generous advertising campaign. He had organized an advertising department in his own business, and believed that much of the demand for flowers during the last few years had come from the national advertising appropriation.

### FLOWER MARKET SITES.

#### A Location In Park Square Seems to be Most in Favor

Some twenty sites have been looked at by the committee which is to recommend a location for the new quarters of the combined flower markets. Nearly half of these sites were in the vicinity of Park Square, and a large majority of the florists seem to favor the erection of a building in this part of the city.

The general opinion seems to be, also, that the corporation should own its building rather than renting a marketplace any longer. To all intents and purposes the two markets are now united as an organization, although they will retain their separate locations until the end of the year, by which time the new building must be ready for occupancy, owing to the expiration of the lease of the building where the Flower Exchange has its present quarters. Many details yet remain to be settled.

The report of the committee on a new location is expected to be made shortly, and probably there will be a dinner to celebrate the event as soon as a definite plan has been adopted.

The committee consists of nine members, with Mr. William H. Elliott as chairman. It includes the original committee of three from the Growers' Association, consisting of James Wheeler, Gordon Fisher and William Sim. Working with it is a committee of three from the Co-operative Market, consisting of Edward Wood, Thomas Roland and Mr. Elliott, and three from the Exchange Market, W. C. Stickel, Andrew Christensen and Allan Peirce.

### BOSTON NOTES

The many friends of Mr. Ivar Ringdahl will be interested to know that he recently lectured on the culture of Christmas and Easter plants before the students at Cornell University. For fourteen years Mr. Ringdahl was in charge of Thomas Roland's pot plant department, but now is in business for himself at Rome, N. Y.

# THE CUT ROSE OUTLOOK

## Mr. Charles H. Totty Writes About the Business Situation and the Newest Offerings

In the American Rose Annual for 1922, Mr. Charles H. Totty, of Madison, N. J., is given a prominent place, with an article on the rose cut-flower outlook for 1922. As the editor, Mr. H. J. McFarland, says, no one is better acquainted with the place of the rose in the cut-flower market than is Mr. Totty, who is the treasurer of the Rose Society. Mr. Totty's article in part is as follows:

"The rose is really the fundamental basis on which the bulk of the cut-flower business is conducted. This applies both in volume and in the value of the flowers sold every day. While it is true that the rose never loses its hold on the public mind, at the present time the rose is more popular than ever. This situtation has been brought about, of course, by the fact that the new introductions coming in every year maintain interest.

"There is no doubt but that the popularity enjoyed by the carnation several years ago was caused by the advertising and publicity afforded it by Thomas W. Lawson. That period however, has passed. Now the rose cut-flower men are alive and active, and to my mind represent the progressive end of the florists' business They are the men who talk 'cost of production,' 'returns per square foot' and other terms, well known to the efficiency expert but not so often understood by the florists.

"Christmas, 1921, was marked by a large supply of long-stemmed flowers in the market, which did not, however, bring nearly the prices of recent years. The 'pinching' business, that is to say, the blooming of the plants that had been 'stopped' to produce quantities of flowers for Christmas, had been slightly overdone. The growers of our acquaintance who had large crops for Thanksgiving, getting then comparatively poor prices for their flowers, did not come in very strong by Christmas, but came in with a wonderful crop again the last two weeks in January when the market was bare of good roses on account of the Christmas pinching, and then secured good results.

"The lesson of last Christmas is, that the long-stemmed, expensive rose-supply can easily be overdone. While the demand at such seasons is for medium-length stem, or what is known in the parlance of the trade as 'No. 1' and 'Extras'—a demand that is practically unlimited—there is only a very limited call for the extra long-stemmed roses. The wise grower observes the signs of the times and governs himself accordingly.

"A variety such as Columbia, for instance, gives stems amply long enough for all average purposes without any pinching whatever, and this should be borne in mind by all growers.

"Another outstanding fact is, as we predicted two years ago, that Mme. Butterfly has taken the place of Ophelia in all of the large markets. It is a much kinder, a stronger grower, and several shades better in color. Every day one notices in going around the


## THE FLOWERING CRABS
(MALUSES)

The Flowering Crabs have few rivals among the gorgeous spring-flowering trees and shrubs. At the Arnold Arboretum one of the important events of the year is the blooming of the Crabs followed by the showy fruit.

Of easy culture, and planted singly or in masses give remarkable and quick results. While beautiful on the small lawn Flowering Crabs are used to the greatest advantage on a large scale in woodland and other mass plantings, as are Dogwoods and Hawthorns. No group of plants have greater value than the Maluses for enlivening open forest parks and country roadsides; they present striking effects when planted on parking strips of boulevards or wide city streets.

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### California Privet

| | Per 100 | Per 1000 |
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| 2 to 3 ft. | $7.00 | $60.00 |
| 18 to 24 in. | 5.00 | 45.00 |
| 12 to 18 in. | 4.00 | 30.00 |

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(HARDY)

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|---|---|---|
| 3 to 4 ft. | 20.00 | 180.00 |
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| 2 to 3 ft. | 36.00 | 350.00 |
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In addition to the above, we have probably the most complete assortment now being offered to the trade. Be sure that you get our price lists, which are sent out at two week intervals at this time of the year.

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**ROSES, All Varieties**
**CARNATIONS, All Varieties**
**ORCHIDS**
**CUT EASTER LILIES**
**SWEET PEAS CALENDULAS**
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Bulbous stock of every sort, and other seasonable cut flowers at the lowest possible market prices.

Our stock comes from New England's best growers. As we do not confine ourselves to any one particular grower we can, therefore, assure our customers of the best quality of stock it is possible to buy.

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market that until Mme. Butterfly is sold, there is little call for Ophelia. Yet I do not want to decry the wonderful influence that Ophelia has had on the cut-flower industry, for I must note that Mme. Butterfly, Columbia and the wonderful new Hill's America are all children of Ophelia.

What is new? Next year it will be Hill's America. When we say this variety is going to supplant Columbia in the markets of the country, it sounds like a tall story, now that every grower knows how to grow and cut Columbia. Not so long ago, when Mr. Hill distributed Columbia, and we in our humble New Jersey way collaborated, the complaints were long and loud regarding it. It would not produce perfect buds; it was this and it was that, and the retailers predicted it would never make a cut-flower success. That, however, is now ancient history, for Columbia rapidly climbed to the top.

"This fault is entirely overcome in the case of Hill's America. Not a single flower have we seen malformed or flat or disfigured in any way, in our test of this variety. This alone stamps it as an advance over Columbia. The bud is long and pointed, a feature that always gave Killarney most of its charm as a beautiful rose. It is for these reasons that I predict that Hill's America is going to chase Columbia out of the market.

"How is Angelus progressing in the market? Here we have a curious condition. For years the only white rose that could be sucessfully handled was White Killarney, which for a while was very productive. This eventually produced Double White Killarney, which is a wonderful variety where it can be grown without mildew, although it is not free-flowering. Therefore the growers have been looking for a white rose that would be free and clean-growing. Then the 'flu epidemic came in the fall of 1918, and what up to then had been the almost invariable custom of sending only white flowers to funerals was changed. Any flower, regardless of color, was gratefully accepted on account of the scarcity. This fashion of using different colored flowers for funerals has been continued up to this time, wherefore the florist is no longer obligated to grow white roses. Consequently, the strong demand for a good white rose is no longer with us.

"Red roses are still in a very satisfactory condition. Crusader enjoys a measure of popularity in some markets, and Hadley also, but the latter produces so few flowers that it is hardly worth growing. We hear stories of wonderful red seedlings from the North and West, and there is no question but what one or two good red roses could be well taken care of. Just at present one must be satisfied with either Crusader or Hadley, until something better presents itself. Milady is also well received by some growers.

"Some of us believe that rose growers can look to the future with more equanimity than can any other branch of the profession. Their product, when well grown, always has the pull on the market, and I believe this condition will continue."

## NEW ENGLAND NOTES

W. T. Walke, of Salem, reports nearly seven thousand lilies in his greenhouses this season. The recent addition to Mr. Walke's greenhouses has given him a large amount of extra space.

Dr. Frederick S. De Lue, originator of the Golden Giant sweet corn, has made arrangements with C. S. Clark, of Wageman, Ohio, to grow this variety in large quantities. Beginning with the present season, Mr. Clark will have the exclusive handling of this corn for the wholesale trade.

## MASACHUSETTS HORTICULTURAL SOCIETY

The following exhibitions have been announced by the Mass. Horticultural Society:

May 4—11. Special Exhibition of New England Wild Flowers and Wild Ferns.

June 3—4. Rhododendrons, Azaleas, Irises.

June 17—18. Peony Exhibition.

June 24—25. Roses, Strawberries, Sweet Peas.

August 12—13. Gladiolus Exhibition.

August 26—27. Exhibition of the Products of Children's Gardens.

September 9—10. Dahlia and Fruit Exhibition.

November 4—5. Autumn Exhibition, Chrysanthemums.

## NEW STORE IN NEW BEDFORD

The opening of the new flower store of H. B. Sowle, in the Jacob Building, New Bedford, was made a momentous occasion by the many friends of both Mr. Sowle and his son. Among the floral tributes at the opening was a six-foot horse shoe of red carnations from H. M. Robinson & Co., of Boston. The Neidinger Co., of Philadelphia, sent a standard of American Beauty roses on a pedestal, with a canopy concealing an electric light over the top. Mr. Sowle, whose main store has been located on Ashland street for thirty-two years, is naturally well known throughout New England.

## NEW ENGLAND

J. J. Gagnon is erecting an addition to his greenhouse at New Haven, Ct. It will be 40 x 150 feet, and cost $4,000.

Abram Benbow is to re-open his flower shop near the Village Green at Norfolk, Conn., next month.

Miss Clarissa Fullerton, of the West Elm Flower Shop in Brockton, has been visiting in New York.

Fred R. D. Pulsifer and Mrs. Esther F. Kendrick, his sister, have begun remodeling and expanding their plant at 231 Washington St., Gloucester. The Pulsifer Nursery was started by the present owner's grandfather. Edwin Bray will stay with the new organization as foreman.

E. L. Bradley, of Lenox St., New Haven, is to increase his gladiolus and dahlia business, with which he has been very successful.

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7 GRADES
7 PRICES

When you get a price from anyone on a watering system; know **what it stands for.**
Make sure you surely know **exactly what you are going to get.** Get your dollar's worth. Get a system with years of reputation back of it as your guarantee. The Skinner System has over a score of years back of it.
If it's a price basis you want to buy on, we have 7 grades and 7 prices to choose from.
The highest grade costs just twice as much as the lowest.
All 7 grades, however, have the following standard Skinner System features.

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# —HORTICULTURE—

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**The Easter Cover.** There is special significance in the cover used on this number of Horticulture, because the lilies illustrated there were grown from American bulbs. These bulbs were grown at Orlando, Fla., by Mr. Fletcher, formerly a florist in Waltham, Mass., where he was well known as an expert Antirrhinum grower. Mr. Fletcher sent the bulbs to the Secretary of the Gardeners' and Florists' Club of Boston, with the request that he experiment with them, to see how well they would force in the North. The result was most satisfactory. The plants grew very tall, with good clean stems and flowered very freely. They were far ahead of most of the Giganteums seen.

It is pleasant to thus find support to the claim of the government that lily bulbs for forcing can be grown successfully in parts of America. Nevertheless it is not to be assumed that a commercial industry will result. Experiments in forcing American-grown bulbs on anything like a large scale have proved far from satisfactory. Invariably so far as we can learn the bulbs have shown an entire lack of uniformity in their habit of growth and in their flowering. Houses have shown plants of all sizes, and the flowering period has varied by months.

Moreover, the bulb growing industry in Japan has become so nearly normal again that bulbs will soon be available in plentiful quantities at much cheaper prices than they can possibly be grown for here. It is to be feared in some quarters that the Federal Horticultural Board is planning to ban lily bulbs under the pretense of fostering another home industry. Let us hope that misgivings along this line have no basis in fact.

---

**The National Show.** Now that it is over, there are still some people who believe that postponing the National Flower Show until next year and holding it in Cleveland would have been a wise plan. Nevertheless, the show at Indianapolis was a distinct success, and the unsparing efforts of the western florists, aided by equally energetic labors on the part of many from the East, deserve nothing but praise. One thing is certain, the people of Indianapolis were privileged to witness an exhibition such as was never staged in a city of that size before. The way in which they responded, too, brought no little satisfaction to those upon whom the burden of the show's success rested.

One feature of the affair much commented upon was the very exhaustive reports in the newspapers. Publicity was given without stint. As a result the show benefited, and furthermore the city itself benefited, getting a vast amount of advertising throughout the country.

Another feature to be commended was the part taken by the retail florists in putting over the big show. The spirit of co-operation and whole-souled helpfulness which they showed might well be emulated in the East, where retail florists as a rule are likely to be lukewarm in their support of the shows. The retailers can do more than any other class of people, probably, to increase attendance. They did their part nobly at Indianapolis.

---

**A Lilac Walk.** Mayor Curley of Boston has a proposition for a five-mile walk in the park system to be bordered with lilac bushes. This is a fact to be borne in mind by firms having a plentiful supply of lilac stock to dispose of. It is a serious question, though, whether such a proposal has much to recommend it. To be sure, there will be a fine burst of color for a short time, but there will be scale to fight for the rest of the time and the very difficult problem of keeping the public from helping itself to the flowers. That particular part of the parkway will be crowded for a brief period and neglected the rest of the year.

How much better to make a planting that will give color and cheer all the months of the year, flowers from Spring until Fall and bright berries through the winter. Then there will always be something of beauty to enjoy. If one is particularly fond of lilacs he can find an annual display in the Arnold Arboretum such as is not easily matched.

The city has a perennial bed in Franklin Park that is very well done and very effective. If more people knew about it and how to reach it, it would be a source of no little pleasure. A similar diversity in shrubs would be equally well worth while.

And why not keep to good earth walks after all? Isn't it possible that people get enough of cement walks in the city proper? Let us have real earth to walk on in the parkways. If there is any mud, it is only for a very few weeks, and it would not be at all beyond reason to put down temporary board walks. Walking down a five-mile lane of lilacs on a cement walk has a pretty artificial suggestion. In fact, it does not sound at all inviting.

# GRAFTED ROSES

Once again we remind you that we are grafting Roses. We have a big lot of very fine Manetti and can take care of your requirements.

PREMIER — MRS. AARON WARD
COLUMBIA — MILADY
BUTTERFLY — FRANCIS SCOTT KEY
DBL. WHITE KILLARNEY

are the big sellers of the year. **We have them!**
Let us hear from you!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


## CHANGES IN AND AROUND NEW YORK.

Several New York stores have found it necessary to add to their staffs recently, either to meet the demands of a rush of early spring trade or as a phase of their steadily increasing activities. Carter's Tested Seeds, Inc., of Barclay street, has taken on E. P. Prince in the flower seed department and W. E. Atwood in the general inside and outside sales department. John Kriens has joined Rynveld Bros. of 1123 Broadway as eastern traveling man. And Colin Timmis, formerly of A. T. Boddington's, is now in charge of the flower seed department of the William M. Hunt Company store.

Meanwhile, out on Long Island, Charles Donahue, who for a number of years has been connected with John Lewis Childs, Inc., announces that he has opened a flower, seed and plant store under his own name at 261 Jericho Turnpike, Floral Park, N. Y. With a quarter-century of experience behind him, he is now ready to hand out seeds, bulbs, flowers and plants as well as advice as to their care and the construction and management of gardens.

Almost simultaneously with the above, we learn that the Childs establishment, also at Floral Park, has opened a Horticultural Information Bureau and Department of Landscape Gardening. It solicits visits to its offices, grounds and greenhouses and the consultation of the expert landscape gardener who has been placed in charge of the new department.


**Rhododendron Maximum**
**Kalmia Latifolia**
NORTHERN GROWN STOCK
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**TSUGA CANADENSIS**
BUY YOUR STOCK DIRECT
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Laelia-Cattleyas, Brasso-Cattleyas, etc.
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## STANDARDIZED PLANT NAMES

We have a note from Harlan P. Kelsey, secretary of the American Joint Committee on Horticultural Nomenclature, to the effect that the pre-publication price of $3.50, $3.75 west of the Mississippi River, in Canada and abroad, for the official catalogue of standardized plant names, is good on all orders accompanied by cash, up to May. An extension of time was made necessary, as it was found impossible to get out the prospectuses to organizations in time for their members to avail themselves of the special pre-publication price.

## NEW ENGLAND

According to a newspaper report Louis N. Terages, of Waterbury, Conn., has sued Armour & Co. for $30,000, setting forth that he leased a cooler for the purpose of storing ferns, and that the temperature was allowed to rise to fifty-five degrees, with the result that the ferns withered and died.

Roy V. Peavey is manager of the new Sunset Flower Shop which has been opened at 45 Main St., Gloucester, Mass. Mr. Peavey was for nearly seven years connected with W. F. Barington, in the cultivation of plants and flowers. The new store is finished in white enamel, and is nicely equipped.


# Easter Plants

EASTER LILIES. 6-in. pots, 4 to 8 blooms, 25c per bud and bloom each.

HYDRANGEAS. Very best French varieties; pink, blue and white, $1.25, $1.50, $2.00, $2.50, $3.00, $4.00, $5.00, $7.50, $10.00 and $12.50 each.

ROSES. Tausendschoens and Roserie, $2.00, $2.50, $3.00, $3.50, $4.00, $5.00, $7.50 each.
Baby Ramblers, red and pink, fine for basket work, $1.50, $2.00, $2.50 and $3.00 each.
Magna Chartas, very good, $2.00, $2.50, $3.00 each.

BOUGAINVILLEAS, $5.00, $7.50, $10.00 and $12.50 each.

GENISTAS, 8-in. specimen plants, $4.00, $5.00, $7.50 each.

PANDANUS VEITCHII, 6-in., $2.00 each.

DRACAENA MASSANGEANA, 7-in. heavy, $4.00 each.

Cash with order, except from regular customers. Packing material charged at cost, and all goods travel at purchaser's risk and expense.

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### TALK ON BULBS.

#### Mr. Chester Jay Hunt Heard at the Boston Flower Show

In connection with the recent flower show at Horticultural Hall in Boston, there were two excellent lectures on "Bulbs" by Mr. Chester Jay Hunt of Little Falls, N. J. Mr. Hunt was introduced by Miss Marion Roby Case, whose generosity makes these lectures possible.

In his discussion of daffodils Mr. Hunt said that the highest-priced bulbs were not necessarily the best. These bulbs were likely to be those which while scarce had proved valuable for breeding purposes and were sought by commercial growers on that account.

Mr. Hunt said that as a rule the varieties at the poeticus end of the list could be grown in heavier soil than those at the large trumpet end, and that they could thrive with more fertilizer and more moisture. He did not advocate organic manures for daffodils. He said that bassal rot did not spread in the ground and that it was not to be feared. It often affected bulbs during shipment, however, making them light and soft. Such bulbs should be rejected.

Daffodils of the lighter colors will endure partial shade. The poet's type and those with short trumpets are best for naturalizing. The double sorts and those with long trumpets should not be used for that purpose. Daffodils look best, he said, when planted in mixed borders or under and in front of hardy shrubs. Planting at the base of a house is to be avoided. The best time for planting is as soon as the bulbs arrive. If they can be put in the last of July, so much the better. If bulbs are to be lifted and held for replanting, the work can be done as soon as a third of the leaf has turned yellow. With the poet's narcissus, the leaf can be almost green. The bulbs should be stored in as cool and airy a place as possible. It is best to have them in shallow boxes which are not piled up, for the air must circulate freely among them. Do not store them in paper bags.

Sunday afternoon Mr. Hunt lectured on "Tulips," which he advocated planting among peonies or with shrubbery. He said that they were of special value in the garden, where quick results were needed. If scarlets and reds are omitted, it is almost impossible to go wrong in the matter of color. On one occasion he received many compliments on the beautiful color scheme in his garden, when he had simply planted the tulips alphabetically.

Mr. Hunt recommended deep planting, that is seven inches to the bottom of the bulb. When planting beds he liked to dig out the soil to the requisite depth and spread a layer of sand for the bulbs to rest upon.

He said that failures were due mostly to water on the beds, freezing of the beds and keeping the tulips too long in one place. Every six years the bulbs should be moved or the soil replaced.

Bulbs are ready to lift when the old flower stems can be wrapped around the finger without breaking. Tulips will grow in almost any soil but prefer that which is rather heavy, if well drained. No manure should be used. Bulbs will flower even if planted upside down. Curiously enough late


# AZALEA KURUME

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### Collingdale P. O., Darby, Pa.

planted tulips are the earliest to flower. Election Day is Mr. Hunt's big planting date. Plant about the time the leaves are dropping for best results.

### THE AMERICAN ROSE ANNUAL FOR 1922

While several articles in this year's issue of the American Rose Annual just published are devoted to the commercial end of the business, more space is devoted to outdoor roses. There are several very valuable chapters on insect pests which visit roses and the kinds of soil in which roses grow best. Much attention is also given to black spot and mildew; a suggested remedy for mildew coming from Russia is a spray of bicarbonate of soda dissolved in water in the proportion of one ounce to the gallon.

The reproduction of Pres. E. G. Hill's paper read before the Philadelphia Florists' Club is an interesting feature.

A chapter on the staging of rose shows will be helpful to new societies. Several other articles deal with rose shows in various parts of the country, indicating their growing popularity. There are many high tributes to the late Walter Van Fleet.

As usual, the book is handsomely illustrated, the frontispiece being a portrait of Pres. Robert Pyle. Only the high spots have been touched in the book, which abounds in interest and value.


# PLANTS
## FOR THE HARDY GARDEN

We have a splendid collection of the following varieties suitable for spring planting.

**IRISES LILIES LARKSPURS**
**CAMPANULAS HOLLYHOCKS PHLOXES**

Also Conifers and other Hardy Shrubs. Over 100 acres devoted to Nursery Stock. A complimentary copy of our 1922 Garden Annual mailed on request.

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### THE NEW PETUNIAS

A lovely group of pictures of flowers was shown in the early winter at Messrs. Doll and Richards gallery on Newbury Street, Boston. Miss Laura Hills had caught the very spirit of the flowers she painted, especially of the exquisite petunias of which there were several pictures.

A year ago I visited the garden of Mrs. Theodora B. Shepherd in Ventura, California, where I found many interesting succulent plants, the lilac-flowering fuchsia and the petunias. Some seeds sent to me from there after my return to Weston are now blossoming in the greenhouse. They are of the variety known as the Fluffy Puffers which well describes their fluted petals. There are a few off shades among them, but the loveliest are the Tyrian pink of Ridgway's color with a soft yellow eye. When cut they keep well as the buds open in water. Some placed deep in water yesterday had filled their stems so full that they were crisp and care had to be taken not to break them. They also have the delightful faculty of adapting themselves to the vases in which they are placed, which I have often noticed with snapdragons and nasturtiums.

M. R. Case, Hillcrest Gardens, Weston.
March 29, 1922.

### GENERAL NEWS NOTES.

Peter Morgen has recently returned to Huntingburg, Ind., from Roanoke, Va., and purchased the Siebold greenhouse which he formerly owned.




## EASTER SUGGESTIONS

Corsage bouquets are always largely in demand at this season. Look over your stocks and be sure you are well prepared. Our supplies of ribbons of all kinds were never finer and we can take good care of your orders at the lowest market prices.

Also our "Queen Mary" Corsage Shield as per illustration the ever popular and best on the market. Everything in Fancy Florists' Pins and all other Florist Accessories. Ask us for prices.

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# CHOICE TREES

Pin and Red Oaks up to 3-inch caliper.
Abies Concolor and Veitchii, up to 15 ft.
Picea Pungens and Glauca, up to 15 ft.
Picea Glehni and Engelmannii, up to 20 ft.
Picea polita and alba, up to 20 ft.
Hemlocks, up to 12 ft.
White and Austrian pine, up to 12 ft.
Pinus Mughus and Pumilo, up to 6 ft.
Japanese Cypress, up to 15 ft.
Retinospora obtusa and aurea, up to 8 ft.
Retinospora filicoides, up to 10 ft.
Every tree a specimen. Come and see them.
Special—Collection of 12 varieties of Hemerocallis 1 each, $1.50.
Collection of 12 Astilbes, 1 each, $5.00.

**Blue Hill Nurseries, Inc.**
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## VISITS BOSTON FLORISTS

### Annual Spring Trip of M. A. C. Students

The annual spring trip to Boston was made on Friday and Saturday, March 24 and 25, by students in floriculture of the Massachusetts Agricultural College, Amherst, Mass.

Early Friday morning a tour was made of the wholesale flower markets, including the Boston Flower Exchange, Boston Co-Operative Flower Market, Welch Bros. Co., H. M. Robinson & Co., and the B. A. Snyder Co. Most of the flowers seen here were of excellent quality, roses, sweet peas and carnations being exceptionally fine. The making of wire designs at H. M. Robinson's was particularly interesting and instructive. The florists' accessories, such as baskets, plant stands, ribbons, etc., commanded considerable attention.

After the visit to the wholesalers the next "attack" was made upon Penn, The Florist. The window displays were up to the usual Penn standard. One window contained handsome baskets of waxed fruits, artistically arranged and staged. The other window featured potted rose plants of Baby Rambler and Frau Karl Druschki, hydrangeas, and bulbous stock. Besides the interest in the potted plants and cut flowers for sale in the store, there was an opportunity to watch the making up of some sprays and baskets in the rear of the store.

At Houghton-Gorney's store pansies, bulbous stock and orchids were especially featured with several good specimens of acacias. California Eucalyptus and Redwood were here used for the backs of sprays. This certainly seemed novel and therefore particularly interesting.

Thos. F. Galvin's store on Park St. was next visited, and as usual "welcome" was written on the door-mat. The air of dignity, spaciousness and quality certainly predominated in this store. The cut flower and plant stock was excellent. American Beauty roses were in evidence together with Hoosier Beauty, Columbia and Ophelia.

Carbone's store on Boylston St. was of extreme interest because it showed some of the possibilities of other lines of goods which can be sold along with flowers. Garden furniture, antiques and artistic China were commanded their share of interest, together with flowers. However, the latter were not the least subordinated because of these side-lines.

That there are still a few good orchids in our country, despite quarantine 37, was proven by a houseful at this same range and the thousands at Mr. Dolansky's range in Lynn. "Orchids from seed" is a hobby also indulged in by Mr. Dolansky. "There is only one other flower as beautiful as an orchid, and that is another orchid," was the remark of one in the party.

The last visit was paid to Mr. William Sim of Cliftondale who grows carnations by the acre. Thousands upon thousands are making merry for their master here. The seedling collection was of unusual interest, and gave promise of what we might expect in the future of Miss Dianthus Caryophyllus.

After the very pleasant and instructive visit at Mr. Sim's the party dispersed, feeling confident that floriculture was the profession, and that in the future Penn, Sim, and Roland were not going to have such an easy time of it.

A vote of thanks is hereby extended to the parties herein mentioned for their kindness, cordiality and well wishes which they bestowed upon the embryo florists.

R. T. M.

## FLORISTS PLANNING A LONG TRIP

The transportation committee of the New York Florists' Club is planning an excursion trip in connection with the S. A. F. Convention to be held at Kansas City in August. After the convention the party, which is expected to number fully a hundred, will proceed to St. Paul and go from there to Duluth, where they will board a Great Lake steamer, which will provide one of the most enjoyable features of the outing. At the end of the water trip Buffalo will be reached. Niagara Falls will then be visited and the tour over the Great Gorge route made, after which the party will start for home. The cost, covering all transportation and meals, will be $220.

Chairman Paul Rigo, of the Henshaw Floral Co., 35 West 18th street, New York, has been particularly active in arranging for this trip, and is receiving many congratulations on the itinerary which he has mapped out. No doubt florists from Boston and other cities will be made welcome, if they wish to join the party.

## GREATER BOSTON

Leonard Ross of the Azaleana Nurseries in Taunton has been flowering some handsome specimens of the Louise Hunnewell hybrid azalea which was developed on the Hunnewell estate in Wellesley. Mr. Ross also has another hybrid which is just coming into bloom. It is a cross between Azalea Amoena and Azalea Kaempferi.

Thomas Curley has taken over the florist shop of Harry Bean, at 224 High street, West Medford. He has had much experience in the florist business, and his many friends wish him every success.

Roco Zepaio has taken possession of the greenhouses at 53 Winter street, Arlington, Mass.

## ADVERTISING and SELLING

### SELLING NURSERY STOCK

Mr. Nelson A. Coons, of Rhinebeck Floral Company, of Rhinebeck, N. Y., has some well defined ideas on advertising matters, some of which he discussed before the nursery class at the Massachusetts Agricultural College. He says bluntly that much catalogue advertising is wasted because the catalogue is not properly written, well printed, or intelligently distributed. He said that small, timely circulars, well written, often bring the largest amount of business. He declared that cheap work in getting out catalogues was money wasted, and that the best time to send out advertising is not the planting season, but when the plants are in bloom, as everybody is then interested. He said that personal letters are very effective, and should be distinctly personal, trite, stale formulas being avoided.

Every selling letter should serve to do four things,—attract attention, arouse desire, convince the mind and stimulate action. These are the fundamentals of salesmanship.

Mr. Coons said that the best place for a salesman to sell stock is on the ground where it is to be planted. When a salesman arrives with a prospect, he must keep in mind the following points. He must determine the conditions, analyze the attitude of the customer, get the customer's point of view, attract attention to his goods, meet and anticipate all objections, state his price carefully, and close the sale quickly.

In closing the speaker said that the poorest way to sell stock is to enter into a price cutting competition with other nurserymen.

### NEW PENNSYLVANIA NURSERY.

The Holmes Seed and Nursery Company has been organized at Harrisburg, Pennsylvania, with a capital stock of $250,000. This is an outgrowth of the old Holmes Seed Company. The new company has purchased the Fritchey farm, seven miles from Harrisbury, containing 112 acres. The farm buildings are to be changed to nursery packing houses, storage sheds, etc. Propagating greenhouses and farms will be started during the summer. Evergreens, roses, chrysanthemums and hardy flowers from seeds as well as flowers for cutting will be grown. Considerable attention will be given to gladioli and dahlias, as well as peonies, iris and cannas. The officers of the new company are H. L. Holmes, president; George A. Gorgas, vice-president; D. A. Caley, secretary; Dr. L. C. Goldman, treasurer.


# Cyclamen

## Transplanted Seedlings

*as good as pot plants*

| | |
|---|---|
| 1 to 7 leaves. | German strain. |
| Best Red, very fine | Wonder of Wandsbek |
| Glory of Wandsbek | Bright Pink |
| Perle of Zellendorf | White with Eye |
| Rose of Zellendorf | Bright Red |
| American Strain | |
| Wandsbek Salmon | Dark Blood Red |
| Salmon Cerise | Christmas Cheer |
| Rose of Marienthal | Lilac |
| Pride of Cincinnati | Pure Rose |
| Bright Red | Giganteum Lavender |
| Wine Red | Day Break |
| Defiance | White, Pink Eye |
| Dark Salmon | Pure White |

1,000 at $50.00 per 1,000.
5,000 at $46.00 per 1,000.
10,000 at $43.00 per 1,000.

| | 100 | 1000 |
|---|---|---|
| 2¼-in | $12.00 | $100.00 |
| 2½-in., extra select | 15.00 | 120.00 |
| 3-in. | 20.00 | |

Guaranteed free from mite

**BOUVARDIA**

Single, Pink, White and Red, strong, 2¼-in. $ 9.00 $ 80.00

May delivery. There are never sufficient Bouvardia, order early.

**BEGONIAS**
New England Grown

| | 100 | 1000 |
|---|---|---|
| Mrs. M. A. Patten, 2¼-in. | $8.00 | $75.00 |
| Mrs. Patten, 3-in. | 15.00 | |
| Pride of Newcastle, 2¼-in. | 8.00 | 75.00 |
| Chatelaine, 2¾-in. | 7.50 | 65.00 |
| Chatelaine, 3-in. | 15.00 | |
| Lorraine, 2½-in. | 32.00 | 275.00 |
| Cincinnati, 2½-in. | 35.00 | 300.00 |
| Melior, 2½-in. | 35.00 | 300.00 |
| Peterson | 35.00 | 300.00 |
| Turnford Hall | 30.00 | 275.00 |
| Concurrent | 35.00 | 300.00 |
| Luminosa, 3-in. | 20.00 | 180.00 |

**COLEUS CUTTINGS**

| | |
|---|---|
| Verschaffeltii | Butterfly |
| Golden Bedder | Defiance |
| Queen Victoria | Joseph's Coat |
| Fire Brand | Salvator |
| Beckwith Gem | American Beauty |
| Messey | Trailing Queen |
| Pink Trailing Queen | Beauty of Lyon |

$12.50 per 1000

President Harding, $12.00 per 100.
Other Fancy Varieties
$20.00 per 1000

**G. U. LIGGIT** *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE:
15 CEDAR ST., WATERTOWN, MASS.
L. J. REUTER IN CHARGE

PHILADELPHIA


### CONNECTICUT NURSERYMEN'S ASSOCIATION

The following committees have been appointed for the Connecticut Nurserymen's Association:

Executive—The officers and F. S. Baker, Cheshire; C. R. Burr, Manchester, and Paul Hubbard, Bristol.

Legislative—John Barnes, Yalesville; Stephen Hoyt, New Canaan; C. H. Sierman, Hartford; L. T. Cummings, Bristol, and C. R. Burr, Manchester.

Entertainment—W. E. Campbell, New Haven; Henry Kelley, New Canaan, and F. S. Baker, Cheshire.

Publicity and Membership—F. S. Baker, Cheshire; George Harris, Manchester, and R. B. Faxon, New Haven.

Forest and State Park Conservation—Stephen Hoyt, New Canaan; Neal Milane, Middletown, and Norman Barnes, Yalesville.

F. J. RIPPIN,
Secretary.





**Mr. Grower---"WIRE TIE"**

will be extensively used this Easter for tying up hyacinths, lilies and fuchsias, in fact, any plant you tie to a hyacinth stake. Samples free from your dealer or direct.

$2.00 PER 1000

**WM. F. BUSCHARDT,** 6 East Woodland Ave. BALTIMORE, MD.

# THE NEW JAPANESE KURUME AZALEAS



**Christmas Cheer**—This name was suggested on account of its brilliant coloring, a real Christmas red, a rich cochineal-carmine, semi-double. $20.00 per 100; $150.00 per 1000.

**Daphne**—Pure white with just a faint suffusion of delicate mauve towards the ends of the petals reminding one of the sweet Daphne odora, single. $20.00 per 100; $150.00 per 1000.

**Flame**—A most brilliant madder-red with coppery suffusion lighting up wonderfully under artificial light, single. $50.00 per 100; $450.00 per 1000.

**Peach Blow**—A beautiful peach blossom pink, shading lighter towards the centre, a perfect gem, single. $25.00 per 100; $200.00 per 1000.

**Pink Pearl**—Suggestive to the popular Rhododendron Pink Pearl in color. A beautiful salmon-carmine shading lighter to the centre, flower semi-double and remarkably free in large full trusses. $25.00 per 100, $200.00 per 1000.

**Snow**—Purest white, the semi-double flowers being of most graceful shape and remarkably free-flowering and lasting in good shape for an unusually long time. $25.00 per 100; $200.00 per 1000.

**Hinamayo**—Introduced some 6 to 8 years since but still very scarce. It is a gem for freedom of bloom, very early. Color a lively pink with crimson suffusion, single. $15.00 per 100; $140.00 per 1000.

**Choice Mixed Varieties.** $12.00 per 100; $100.00 per 1000.

**THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY**



Unquestionably these new Azaleas are the most important flowering plants that have come forward since the introduction of the Lorraine Begonias and its types and the French Hydrangeas, and we believe they will in a short time due to the ease with which they are handled, their many varied colors and the satisfaction which they will give to the amateur become even more popular than these standard favorites.

The illustration here shown is a 5-inch pot plant, the photograph of which was taken just eighteen months after the cutting was inserted in the propagating bench. It is one of the plants that was shown in our exhibit at the International Flower Show at New York which attracted so much attention. This plant demonstrates the speed with which good salable plants with an abundance of flowers can be developed.

It will be noticed that with the exception of the variety Hinamayo introduced some 6 or 8 years since we are offering these new introductions under descriptive English names and not under the Japanese names under which they were imported. This may be open to criticism but in explanation of same we will state that the Japanese stock supplied to us was so badly mixed, 3 or 4 different colors having been supplied under one label so that identification was impossible. Furthermore, we believe the trade as well as the public in general will better appreciate the descriptive names under which we are now offering them.

**Your assortment of early spring and Easter flowering plants has been greatly curtailed through the effects of quarantine 37. Your customers complain of this lack of variety and sameness. The Kurume Azaleas will help to relieve some of this monotony.**

**We are now booking orders for delivery fall of 1922 and spring of 1923 of good 2¼-inch pots of the following varieties:**

**Apple Blossoms**—The name conveys an idea of the color of this dainty flower, which is a delicate old rose suffusion on a silvery white ground, flowers single. $20.00 per 100; $150.00 per 1000.

**Cherry Blossoms**—The general color effect of this gem is that of cherry blossoms, the centre of the flower being a delicately lilac-tinted white shading to a delicate mauve-pink at the edges, semi-double. $20.00 per 100; $150.00 per 1000.

**Henry A. Dreer**

**714-716 Chestnut St.**
**Philadelphia, Pa.**

# WILLIAM SIM, Cliftondale, Mass.

## CARNATION --- Rooted Cuttings

BUY DIRECT FROM THE GROWER

200,000 Plants of the Finest Stock in the Country to Select Cuttings from

| | 100 | 1000 |
|---|---|---|
| **WHITE** | | |
| Matchless | $5.00 | $40.00 |
| **SALMON** | | |
| Laddie | 12.00 | 100.00 |
| Pink Delight | 7.00 | 60.00 |
| **PINK** | | |
| Mrs. Ward | 6.00 | 50.00 |
| **LIGHT PINK** | | |
| Morning Glow | $6.00 | $50.00 |
| **DARK PINK** | | |
| Lassie | 12.00 | 100.00 |
| Rosalie | 7.00 | 60.00 |
| Rosette | 7.00 | 60.00 |
| **VARIEGATED** | | |
| Benora | $6.00 | $50.00 |
| **RED** | | |
| Aviator | 6.00 | 50.00 |
| Herald | 6.00 | 50.00 |
| Washburn | 6.00 | 50.00 |


### DIVIDING PEONY CLUMPS

#### Points on Saleable Divisions from T. C. Thurlow's Sons

In their excellent annual catalogue, T. C. Thurlow's Sons, Inc., (Cherry Hill Nurseries) of West Newbury, Mass., enclose an insert which contains some important information regarding the dividing of clumps for planting. Some of them are as follows:

In dividing clumps for planting we have found that the best results were obtained when the divisions were composed of two or three strong healthy roots averaging in size that of one's thumb and at least four or five inches long with a sufficient number of strong vigorous buds to make a well balanced plant. On the more common varieties the smaller roots with only one or two small eyes are usually discarded as we do not feel warranted in waiting for them to develop into saleable sized plants. Indeed it is a question whether a very small, weak division will ever achieve the vigor and qualities of the parent plant. The small roots with tiny buds will do better and really amount to more in the end if left attached to the larger divisions and in the long run produce more buds.

Results have gradually led to the establishment of general quotations on one year plants or strong divisions to equal one year plants in size. For quicker results in permanent locations two or three year clumps are recommended.

We are writing this as a number of inquiries are coming in asking us for divisions smaller than those we usually send out and at prices proportionately less. To all such we earnestly and conscientiously advise that wherever possible you plant our one year plants or full sized divisions equal to one year plants.

If, however, you do not feel like incurring as large an expense and are willing to wait a longer time before


# Here We Are Up To The Minute On Shipping

Will you please give us a day's notice? Can handle your order that quick outside of a few Shades, Evergreens and Imported Stock not in.

This Service we would like to render you.

Fruit and Ornamental trees.
Evergreens.
Berberry Thunbergii, 2 and 3 Yr.
Berberry Thunbergii Seedlings.
Amoor River Privet-North.
California Privet.
Imported Fruit and Manetti Stock.
Multiflora Japonica Rose Seedlings.
(Best American Stock for Budding or Grafting.)
Grapes, Currants, Raspberries.
Ornamental Shrubs.
Paeonias, Buddleia Variabilis Magnifica.
Climbing Vines, Clematis Pan., 2 and 3 Yr.
Roses, H. P. & H. T., Climbers and "BABYS."

(One of the Best Assortments in the Country.)

Our last bulletin out April 1st, next one April 15th. Don't fail to get it and read through carefully. Many scarce items are listed.

We do not quote stock at wholesale to the retail trade.

## C. R. Burr & Company

**Manchester, Conn.**

# MICHELL'S HOME GROWN CANNA ROOTS



**We make a specialty of growing Cannas at our Nurseries, Andalusia, Pa. Our stock is extra fine; plump roots with plenty of eyes.**

| | 100 | 1000 |
|---|---|---|
| **Alphonse Bouvier.** Rich velvety red, green foliage; 5 feet | $ 5.00 | $ 40.00 |
| **Austria.** Lemon chrome yellow; green foliage; 5 feet | 5.00 | 40.00 |
| **Chas. Henderson.** Crimson; green foliage; 4½ feet | 4.50 | 35.00 |
| **City of Portland.** Glowing pink; green foliage; 3½ feet | 15.00 | 125.00 |
| **Express.** Dwarf, crimson; green foliage; 2½ feet | 5.00 | 40.00 |
| **Firebird.** Color, brilliant scarlet, without any spots; green foliage; 4½ feet | 12.00 | 100.00 |
| **Florence Vaughan.** Yellow, spotted crimson; green foliage; 5 feet | 4.50 | 35.00 |
| **Gen'l Merkel.** Scarlet, splashed golden yellow; green foliage; 4 feet | 10.00 | 90.00 |
| **Hungaria.** Dwarf and compact; peach blossom pink; green foliage; 3½ feet | 8.00 | 70.00 |
| **Italia.** Scarlet, broadly edged yellow; green foliage; 6 feet | 6.00 | 50.00 |
| **King Humbert.** Coppery scarlet; bronze foliage; 4 feet | 5.00 | 40.00 |
| **Mme. Crozy.** Scarlet, bordered golden yellow; green foliage; 3 feet | 6.00 | 50.00 |
| **Mrs. Alfred F. Conard.** Gigantic flowers; color, salmon pink; light green foliage; 4 feet | 15.00 | 135.00 |
| **Panama.** Red, edged yellow; green foliage; 4 feet | 6.00 | 50.00 |
| **President.** Immense flowers of a rich, glowing scarlet; green foliage; 3½ feet | 8.00 | 75.00 |
| **Rosea Gigantea.** The largest pink canna in existence; color, rich rose pink, foliage green; 3½ feet | 12.00 | 110.00 |
| **Wyoming.** Orange chrome red; bronze foliage; 6½ feet | 5.00 | 40.00 |

## TUBEROSE BULBS

| | Doz. | 100 | 1000 |
|---|---|---|---|
| **Double Pearl.** First size, 4 to 6 in. circum. bulbs | $0.50 | $3.00 | $25.00 |
| **Albino.** Single, first size bulbs | .50 | 3.00 | 25.00 |

**Also Dahlias, Gladioli, Begonias and other Seasonable Bulbs; also Seeds and Supplies. Wholesale Price List Free.**

## HENRY F. MICHELL, 518-516 Market Street, Philadelphia, Pa.


seeing the peonies of your choice in their wonderful bloom, we can supply you with smaller divisions at proportionate prices. This size will usually consist of a strong vogorous root with one or more eyes, for in no case will we send out small inferior roots with weak eyes. We will be glad to advise you the prices and varieties in which we can supply these.

A number of points should be observed in the planting and care of these small divisions as they should be given nursery care. They should be planted in good garden soil where they will receive plenty of air and light and not be crowded or shaded by larger plants, they should receive enough water and plant food through the summer and be mulched for the first three or four winters. Under no conditions is it advisable to move or divide these plants under four or five years as constant dividing has a tendency to gradually weaken the vitality and in the end one will never get representative plants or blossoms.

### GENERAL NEWS NOTES

John F. Horne & Bro., florists of Allentown, Pa., have moved to new and larger quarters at 32 North 6th street.

### THE PLANT CONFERENCE

Florists are well pleased with the postponement of the plant quarantine conference to be held at Washington. The original date was March 15, but it was postponed to April 19 at the request of the florists. The new postponement to May 15 comes at request of the American Association of Nurserymen, who say that April is the one season of the year when the nurseryman must be on the job to get out his orders and do his planting. The later date will give the florists additional time in which to prepare a constructive program.

### GENERAL NEWS

Stanley G. Barnes has opened a new flower shop in Binghamton, N. Y., on the west side. Mr. Barnes also has a store on Chenango street, which will be in charge of Mr. Adams.

L. C. Stroh & Sons, florists of Batavia, N. Y., have let a contract for a new greenhouse, 40x150 feet, to be built by the American Greenhouse Co., of Chicago.

Ralph S. Wykoff has leased the store in the Oneonta Hotel at Oneonta, N. Y., for a retail florist shop in conjunction with his greenhouse on Globe street.


The benefit of HAIL INSURANCE was forcibly illustrated by a number of violent hail storms in New England last year.

Be wise and send to **John G. Esler, Sec'y of Florists' Hail Association, Saddle River, N. J.**, for Hail Insurance literature.

**DO IT NOW.**

## George Watson's Corner

"You in your small corner and me in mine."

We'd all like to be rid of this shifting Easter. Make it a fixed date, say the second Sunday in April. The Winter festival of the old heathens was turned into Christmas by the Pope—and Old Yule which had always held sway had to bow to the inevitable. Why not the same with the Spring festival. If Tom Daly will start this, we can count on that Welshman Lloyd George, and the commercial florists the world over, to a man! The word Easter is derived from the Anglo-Saxon "Eostre," the Goddess of Light or Spring, and was celebrated in April.

William Kleinheinz, supt. of the Widener gardens at Elkins Park, paid us a visit the other day. He looks well after his two months' vacation in Bermuda, etc. Looks hale and hearty, but puffs a little after walking up one flight of stairs. Get that. One flight. Yes; I fear he weighs a little over the two hundred now; and we really ought to have a passenger elevator in the Pennock building. If this ever appears in print; your uncle has gone on a vacation. Wants to live a little longer.

Charles Sim, the landscape gardener of Rosemont, who has been on the sick list 16 months, called recently. He sails on the S. S. Haverford, May 2, for a trip to regain health among the Grampian Hills in his native "Bonnie Scotland."

S. S. Pennock, Junior, who went under an operation at the hospital some weeks ago, returned to his home in Lansdowne on the 16th inst. We congratulate him on his convalescence, and trust he may soon be around again full of his accustomed vim and pep, and holding up his enviable record as a champion in tennis and other outdoor sports.

A. F. Jackson of Sellersville blew in on us the other day. He is an old time Battles boy, and has made good as a grower and retailer in a live neighborhood. Sellersville is beyond Norristown, but they claim they are friendly, and the housewives do not have to carry in their shirts from the wash strings of a Saturday afternoon—when the boys go down to spend the week-end. "Take in y'er sarks, gudewife; here comes the Brechiners." That's what Jack Dunham would have called "charcasm."

We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

BURBANK SEEDS
ARE STANDARDS THE WORLD OVER
BULLETIN 61 IS FREE TO ALL
Announcing Amaranthus "Molten Fire" and other new creations in Flowers, Vegetables, Grains and Grasses
LUTHER BURBANK
SANTA ROSA, CALIF., U. S. A.

CARTER'S TESTED SEEDS AND SPRING BULBS
All the finest quality at fair prices
1922 CATALOGUE NOW READY. SEND FOR COPY TODAY
CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

WELCH BROTHERS CO.
PLACE YOUR EASTER ORDERS WITH US
Potted Easter Lilies. Best variety, packed eighteen to crate.
Flowering Plants. Leading kinds, packed carefully.
Roses. Russell, Hadley, Crusader, Premier, Columbia, Maryland, Ward, Ophelia, Butterfly, Pilgrim, White, etc.
Carnations. Joy, Ward, Natalie, Benoro, Morning Glow, Matchless, Aviator, Bernice, Pink Delight, Laddie, and others.
Cut Easter Lilies, Orchids, Gardenias, Sweet Peas, Violets, Snapdragons, Calla Lilies and Bulbous Stock. Plumosa Sprengeri, Fancy Ferns and Galax.
COMPLETE LINE OF FLORISTS' SUPPLIES
Get our prices and give us a trial. All orders will be carefully selected and packed and shipped promptly
Tel. Main 6267—5948
262 Devonshire Street, Boston, Mass.
OLDEST WHOLESALE FLORIST IN AMERICA

GROWERS

**FERNS**

POT-GROWN STOCK 2¼-IN.

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Teddy, Jr. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 6.00 | 55.00 |

Transplanted Bench - Grown Stock $5.00 less per thousand than the Pot-Grown.

FERN RUNNERS
$15 per thousand

**Henry H. Barrows**
FERN SPECIALIST
264 High Street, Whitman, Mass.

**BOBBINK & ATKINS**
NURSERYMEN,
FLORISTS, PLANTERS
Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

**TREES**
**PLANTS**
**PLANTING**
Send for Illustrated Catalog
BRECK-ROBINSON NURSERY COMPANY
Lexington Mass.

**Nephrolepsis Norwood**
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

**E. W. FENGAR**
*Chrysanthemums*
147-187 LINDEN AVE.,
IRVINGTON, N. J.

John Habermehl is right on his job and giving them the best at the lowest in flowers around the Bellevue Stratford and the Ritz Carlton. And as a corollary he can still tell a good Scotch or Jew story in real style. Even Bill Graham has to laugh, and he objects to anything that reflects on the Macphersons!

Herman Schoenfield takes his hat off to nobody on his fine showing of Easter lilies this year, not even to Campbell, although he admits Al has a pretty good lot. And he has thousands of other fine things: hyacinths, tulips, daffs, and so forth. Why, the dashed things would sell themselves, only, he lives down Essington way, and the bunch hasn't got the habit yet of racing down here. So he has to come to town once a week and tell a few of them about it. Herman better get busy and study the advertising game a little. Then he wouldn't have to work. The orders would fall on him like apple blossoms in May, and he wouldn't have to make that weekly trolley ride, one hour straight.

Mark Mills and William K. Harris have made the writer a gift, with their own and St. Patrick's compliments, in the shape of a nice Easter plant in a 7 inch pot. They call it "The only Green Hydrangea in America," and say it is a great novelty. I thank the gentlemen, and while I fear they wished to joke me a little on the green carnation, this little gift is not dyed, and it will lose the green shade after a while, and develop into several other lovely colors as the days roll by. So it will stay by me a treasured gift for many a day. Much obliged folks. No cusses this time! (If they mixed green dye with soil which some suspect, maybe I will have to take all this back.)

1918 is the date of the last edition of the Florists' Directory. We expected a new edition every year; but there has been a lapse due to various unavoidable causes—hard to explain. Anyway, the welcome news now comes that the new edition for 1922 will be on hand by April 10th, and Philadelphia and vicinity can get a copy at the publisher's price of five dollars by sending word to George C. Watson, 1614 Ludlow St. The book runs to 500 pages, and is revised up to date. The book is very complete.

The Robert Craig Company certainly have some fine Easter Show this year. It is worth going out to see. Some of the old timers say "hav'n't we seen that Easter Show thousands of times, and hasn't it always been

GROWERS

**HIGH GRADE PLANTS**
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

**Garden Seed**
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
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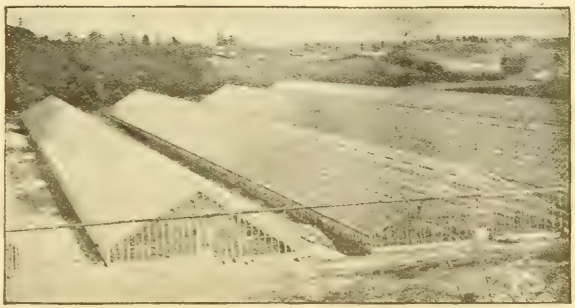
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THE RECOGNIZED STANDARD INSECTICIDE

A spray remedy for green, black, white fly, thrips and soft scale.

**FUNGINE**

For mildew, rust and other blights affecting flowers, fruits and vegetables.

**VERMINE**

For eel worms, angle worms and other worms working in the soil.

Quarts, $1.00; Gallon, $3.00

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MADISON, N. J.

## DREER'S "Riverton Special" Plant Tubs

The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.



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| 10 | 20 in. | $3.55 | $40.40 | $319.00 |
| 20 | 18 in. | 2.60 | 29.75 | 225.00 |
| 30 | 16 in. | 1.85 | 21.00 | 167.00 |
| 40 | 14 in. | 1.50 | 17.25 | 136.00 |
| 50 | 12 in. | 1.05 | 12.00 | 95.00 |
| 60 | 10 in. | .70 | 8.25 | 65.00 |
| 70 | 8 in. | .54 | 6.15 | 51.00 |

**HENRY A. DREER**

SEEDS, PLANTS, BULBS AND SUPPLIES

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**PRICES CUT**

Tobacco Powder, $3.75, 100-lb. sack
(For Fumigating and Sprinkling combined)
Tobacco Dust, $2.00, 100-lb. sack
Fumigating Kind, $2.75, 100-lb. sack
Tobacco Stems, $1.50, 100-lb. bale
Special Prices in Tons and Carload Lots

J. J. FRIEDMAN
285-289 Metropolitan Ave.
Brooklyn, N. Y.

# CRAIG'S Quality Easter Plants

## ROSES

We desire to make special mention of our large stock of Roses, growing upwards of 10,000 plants in the following varieties. We have no hesitation in saying we are the largest growers of forcing Roses for Easter in America. We are positive our stock will please the most critical buyers, as the quality was never better. It has been grown cool and will prove very satisfactory.

**LADY GAY**

In grand condition, trained into tall, globular, and pyramidal shapes, **$2.50, $3, $3.50, $4, $5, $6 and $7.50 each.**

**Special ball shapes, $2.50, $3, $4, $5 and $7.50 each.**

**Baskets, $7.50, $10 and $12.50 each.**

**Umbrellas, $6, $7.50 and $10 each.**

**TAUSENDSCHOEN (THOUSAND BEAUTIES)**

This was our finest and most popular Climber last year, and this year our stock is large and the plants are much finer.

Trained plants, tall, globular and pyramidal shapes, **$1.50, $2, $2.50, $3, $3.50, $4, $5, $6, $7.50, $10 and $12 each.**

**Baskets, $10 and $12.50 each.**

**Umbrellas, $6, $7.50 and $10 each.**

**EXCELSA, NEW CLIMBING ROSE**

This variety is known as the Red Dorothy Perkins. The color is brilliant and it is bound to prove the most popular red Rambler.

We offer splendid plants in 6-inch, 7-inch and 8-inch pots, **$1.50, $2, $2.50, $3.50, $4, $5, $6, $7.50, $10, $12 and $15 each.**

**Baskets of Excelsa, $10 and $12.50 each.**

**Umbrellas, $6, $7.50 and $10 each.**

**ROSIERE (NEW)**

Dark sport of Tausendschoen. Very beautiful.

A great improvement on the popular Thousand Beauties (Tausendschoen) and consequently a welcome addition to this section. While it has the same habit of growth and general characteristics as Thousand Beauties, the color is superior, a deeper and more even shade of cerise-pink or carmine.

Trained plants, fans, globular, and pyramidal shapes, **$2, $2.50, $3, $3.50, $4, $5, $6, $7.50 and $10 each.**

**Baskets, $10, $12 and $15 each.**

**Umbrellas, $6, $7.50 and $10 each.**

In addition to the above trained Roses, we have also trained some very special designs, such as Aeroplanes, Crosses, Chairs, Pergolas, etc., at **$10, $12.50, $15, $20, $25 and $30 each.**

**PAUL'S SCARLET CLIMBER**

One of the most promising climbing Roses yet sent out. Vivid scarlet, semi double flowers of medium size, produced in large clusters and in great profusion. The color does not burn or fade. This Rose has been exhibited extensively in Europe and received numerous awards.

**5- and 6-inch pots, trained plants, $1.50, $2, $2.50 and $3 each.**

**HYBRID ROSES**

Including Columbia and Mrs. John Dunlop. Very fine plants in bud and flower for Easter sales.

**6-inch pots at $15 and $18 per dozen.**

**MAGNA CHARTA**

Exceptionally well grown and well flowered stock. Considered by all to be the very best Hybrid Rose for Easter sales.

**5½-, 6- and 7-inch pots at $18, $24, $30 and $36 per dozen.**

**BABY RAMBLERS, ORLEANS**

Exceptionally fine.

**5½- and 6-inch pots, $15, $18 and $24 per dozen.**

## DRACAENAS

There is no other variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Easter baskets, while the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas, in greater variety, than any firm in the country.

**DRACAENA GODSEFFIANA**

Green and white leaf, very hardy, fine for baskets.

**2½-inch pots, $20 per 100.**
**3-inch pots, $35 per 100.**
**4-inch pots, $60 per 100.**

**FANCY DRACAENAS**

We are offering a collection of the new and rare Dracaenas, including Imperialis, Amabilis, Pere Charon, Mandaiana, etc. Very handsome for home decoration or for fancy combination baskets.

**4-inch pots, $9 per dozen.**
**5-inch pots, $15 per dozen.**
**6-inch pots, $18 and $24 per dozen.**
**7- and 8-inch pots, $3.50, $4 and $5 each.**

**DRACAENA MASSANGEANA**

The variety with the golden stripe down the center of the leaf. The best of all Dracaenas for the house. We have an exceptionally large stock, well colored and of the very highest quality.

**4-inch pots, heavy, $12 per dozen, $100 per 100.**
**6-inch pots, $2 and $2.50 each.**
**8-inch pots, heavy, $4 and $5 each.**
**10-inch pots, heavy, $7.50 each.**

**DRACAENA FRAGRANS**

Plain green leaf.

**4-inch pots, $9 per dozen.**
**6-inch pots, $18 and $24 per dozen.**
**8-inch pots, $5 and $6 each.**
**10-inch tubs, $7.50 each.**

**DRACAENA LORD WOLSELEY**

One of the very best varieties for Easter and Christmas, being bright red in color. An excellent Christmas variety.

**2-inch pots, $20 per 100.**
**3-inch pots, $35 per 100.**
**4-inch pots, $60 per 100.**
**5-inch pots, $15 per dozen.**
**6-inch pots, $18 and $24 per dozen.**
**7-inch pots, $3 and $3.50 each.**

**DRACAENA KELLERIANA**

One of the finest foliage plants for combination baskets or boxes. Improved Godseffiana.

**2½-inch pots, $20 per 100.**
**3-inch pots, $35 per 100.**
**4-inch pots, $60 per 100.**
**8-inch pots, $5 and $6 each, made up, very handsome.**

**DRACAENA TERMINALIS**

Exceptionally well colored.

**2½-inch pots, $20 per 100.**
**3-inch pots, $35 per 100.**
**4-inch pots, $65 per 100.**
**5-inch pots, $15 per dozen.**
**6-inch pots, $18 and $24 per dozen.**

We would suggest ordering the above early, as the demand is always great.

**DRACAENA DE SMETIANA**

A strong, vigorous grower, with bold, dark green foliage, which becomes beautifully suffused and variegated.

**4-inch pots, $7.50 per dozen, $60 per 100.**
**5-inch pots, $1 each.**
**6-inch pots, $2 each.**
**7-inch pots, $3.50, $4 and $5 each.**

**DRACAENA WARNECKII (NEW)**

Silver and green leaf. Very durable.

**6-inch pots, $30 per dozen.**
**7-inch pots, $4 and $5 each.**

**DRACAENA LINDENII**

Same type as Massangeana, but with the golden stripes on the outer edges of the leaf.

**4-inch pots, $12 per dozen, $100 per 100.**
**6-inch pots, $2 and $2.50 each.**
**8-inch pots, $5 each.**
**10-inch tubs, $7.50 each.**

**DRACAENA LONGII**

Improved sport of Dracaena Warneckii. One of the very best novelties in foliage plants introduced for years. Dark green outer edge with pure white stripe in center of leaf. Stock limited.

**4-inch pots, $5 each; 5-inch pots, $10 each.**

**DRACAENA TRICOLOR**

One of the finest introductions in recent years, coloring of green, white and pink.

**2½-inch pots, July delivery, $50 per 100.**
**4-inch pots, $18 per dozen.**
**6-inch pots, $3.50 each.**

## CROTONS

The Croton, with its highly colored foliage, is indispensable during fall and winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for spring sales over 50,000 in 100 varieties, all of the very highest quality and brilliantly colored. Immediate delivery.

**2½-inch pots, strong plants, $35 per 100.**
**4-inch pots, strong plants, $12 per dozen, $75 per 100.**
**5-inch pots, strong plants, $15 and $18 per dozen.**
**6-inch pots, strong plants, $24 and $30 per dozen.**
**8-inch pots, strong plants, $4, $5, and $6 each.**
**10-inch pots, strong plants, $7.50 and $10 each.**
**12- and 14-inch pots, specimen plants, $15, $20 and $25 each.**

**CROTONS (NARROW LEAF TYPE)**

**Delicatissima, Golden Thread and Florence.**

These varieties are indispensable for table decoration and we predict a great future for them, as nothing surpasses them for use in artistic arrangement.

**2½-inch pots, $35 per 100.**
**4-inch pots, $12 per dozen, $75 per 100.**
**5-inch pots, $18 per dozen.**
**6-inch pots, $24 and $30 per dozen.**

**CROTON PUNCTATA**

One of the most satisfactory and finest varieties for basket work and centers of ferneries.

**2½-inch pots, $20 per 100, $175 per 1000.**
**3-inch pots, $35 per 100.**
**4-inch pots, $50 per 100.**

Every retail store and grower should feature Crotons this Easter and spring. We know our stock will please you and your customer.

**CROTON LEAVES AND SPRAYS**

Cut Croton Leaves and Sprays have been supplied by us in the past few years to some of the leading florists, who have featured them in mantel, table and funeral work. Cut Crotons will last in a cool place from three to four weeks. We can supply them every day in the year.

**Very highly colored sprays at 50c each; cut leaves, $5 per 100.**

When you have orders for funeral or table work "out of the ordinary," order Craig's Cut Crotons.

# Robert Craig Co., Norwood Station, Delaware County, Pa.

# HORTICULTURE

**April 25, 1922**



We have a complete list of all kinds of hardy plants and we have every facility for handling orders carefully and promptly. Remember this when in need of any hardy plants.

## The Bay State Nurseries

**W. H. WYMAN & SON**

## North Abington, Mass.

Price list free

Telephone Rockland 26



## RUSSELL & KAISERINE

Coming along into warmer weather no rose has the keeping or shipping qualities of these two splendid roses. Our growers are cutting freely and of very choice quality

RUSSELL

| | |
|---|---|
| Special | $25 |
| Fancy | 20 |
| Extra | 15 |
| First | 10 |
| Second | 8 |

KAISERINE

| | |
|---|---|
| Special | $20 |
| Fancy | 15 |
| Extra | 12 |
| First | $8 & 10 |

A few extra long "Special" Russells at $35.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

Send for Price List

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The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. PHILADELPHIA 1608-1620 Ludlow St. BALTIMORE Franklin & St. Paul Sts.

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## Winter-Flowering Roses

We offer the following strong plants, own root stock, out of 2¼-inch pots, ready for immediate delivery:

**Francis Scott Key, Crusader, Mme. Butterfly, Columbia, Mignon, and Premier**

The following varieties, own root stock, extra strong plants, out of 3½-inch pots:

**Francis Scott Key, Crusader, Mme. Butterfly, Columbia and Premier.**

**Prices on Application**

## FERNS

**We wish to call particular attention to our fine stock of ferns which we are offering at this time.**

**NEPHROLEPIS VICTORIA** (The Victory Fern). A beautiful, new, crested form of Teddy, Jr., nice plants, 3½-inch pots, $25.00 to $35.00 per 100; 6-in., 75c each; 8-in., $2.00 each.

**NEPHROLEPIS ELEGANTISSIMA.** Large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

**NEPHROLEPIS ELEGANTISSIMA COMPACTA.** 3½-in., 35c to 50c each; 6-in., 75c each; large specimens, 8-in., $2.00 each; 10-in., $3.00 to $5.00 each.

**NEPHROLEPIS MUSCOSA.** Nice plants, 2¼-in. pots, $12.00 per 100; 3½-in., 35c to 50c each; 5-in., 75c each; 6-in., $1.00 each.

**NEPHROLEPIS HARRISII.** 10-in., $5.00 to $7.50 each.

**NEPHROLEPIS DWARF BOSTON.** 3½-in. pots, $25.00 per 100; 6-in., 75c each.

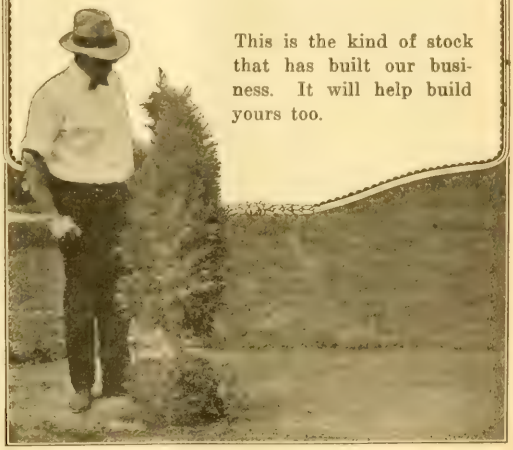
**ENGLISH IVY.** Nice plants, 3½-inch pots, 12- to 18-inch. $16.00 per hundred.

**Packing added extra at cost.**

## F. R. PIERSON, Tarrytown, N.Y.

## WYMAN'S Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# LAST CALL

## for CHERRY HILL QUALITY STOCK in the following:

ABIES CONCOLOR
JUNIPERUS VIRGINIANA
PICEA ALBA
PICEA EXCELSA
PINUS MUGHUS
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TSUGA CANADENSIS
EUONYMOUS RADICANS VEGETUS
KALMIA LATIFOLIA
ACER SACCHARUM
BETULA PENDULA LACINIATA
FAGUS AMERICANA
FRAXINUS AMERICANA
LIGUSTRUM AMURENSE, 5-7 ft.

**CHERRY HILL NURSERIES**

Catalog (T. C. Thurlow's Sons, Inc.) WEST NEWBURY, MASS.


### TRAINING FLORISTS.

#### Prof. Thayer Talks to Gardeners & Florists' Club.

There was an excellent attendance at the meeting of the Gardeners' and Florists' Club in Horticultural Hall, Tuesday evening, April 18, to hear Prof. Clark L. Thayer, of Amherst Agricultural College. Prof. Thayer showed a number of attractively colored views taken on the campus, and outlined the work of the college in giving boys training in horticulture and floriculture.

Special interest was shown in an announcement that the college expects to start a special two-years' course for gardeners next fall. The plan is to have six months of school work, after which the boys will be sent on to private places for practical experience during another six months. Then they will return to the college for a final year's study. After that they are to be sent out under the supervision of the National Gardeners' Association.

This is the nearest approach to an apprenticeship system for the practical training of gardeners which has been attempted in this country, and the experiment will be watched with interest.

Prof. Thayer explained that placement work is already being carried out in other lines, the boys taking two terms of school work and then six months in practical work on established plants. He described the greenhouses and told of the work which was being done in grafting roses, propagating carnations, and so on. He also said that considerable attention was being given to marketing.

At the close of Prof. Thayer's remarks Prof. Ralph Curtis, of Cornell, spoke briefly in regard to the trainings of boys for important positions on estates, saying that there was no expectation that the boys would be ready for superintendents' jobs at the close of the four-years' course. They needed actual practice before they were fitted for advanced positions.

Two new members were admitted to the club, James MacRae, of 50 Goddard Ave., Brookline, and Philip R. Bridgman, of Auburndale.

There was an excellent exhibit of plants, including the new carnation Betty Jane, shown by Mr. Cahill, representing Roman Irwin, of New York. These carnations came from St. Louis, and were five days on the road, yet they looked as fresh as though gathered the day before. This carnation is a cross between White Wonder and Ward.

W. W. Edgar Co. sent in some good specimens of Lilium candidum. Mr. T. W. Little had a fine exhibit of Cineraria stellata, Schizanthus, Marguerites, Genistas and Senecio Multibracteatus. The latter plant was discussed at some length, as it is rare, although easy to grow either from seeds or cuttings. Mr. Little said that he gave it a carnation temperature, and had no difficulty with it. He treated it practically like Cinerarias ,and found it excellent for cutting. Mr. W. H. Golby exhibited some good specimens of Marinelli carnations.

At the May meeting of the club there will be a talk by Mr. Frost, of Arlington, on Tree Surgery and the Care of the Apple Orchard. Mr. Frost is an expert in both lines.

---

The Quality Flower Shop of Boston has been incorporated for $5,000. The incorporators are Charles J. Canavan, of Quincy; Florence Fitton and Samuel Marksman.


# Cherries, Privet Pears, Poplars

**Cherry, 11/16 inch and up**

500 Black Tartarian
400 Early Richmond
200 English Morello
900 Napoleon
300 May Duke
100 Windsor

**California Privet**

10,000 ¾ ft., 15,000 2/3 ft., 5000 1½ to 2 ft.

**Pear, 11/16 inch and up**

500 Kieffer
300 Clapp's Favorite

**Poplars**

1000 Carolina, 8 to 10 ft.; 1000 10 to 12 ft.
2000 Lombardy, 6 to 8 ft.; 2000 8 to 10 ft.; 1000 10 to 12 ft.

**Peach Trees, 9/16 inch**

300 Bell of Georgia
1000 Carman
300 Greensboro
500 Hieley

**Raspberries**

10,000 St. Regis

**SHRUBS**

200 VIBURNUM Opulus, 2-3 ft.
300 GOLDEN ELDER, 2-3 ft.
100 CORNUS stolonifera, 2-3 ft.
150 CORNUS stolonifera, 3-4 ft.
100 LONICERA Morrowii, 1½-2 ft.
100 LONICERA Morrowii, 2-3 ft.
500 LONICERA tartarica, 3-4 ft.
1000 SYMPHORICARPOS vulgaria, 1½-2 ft.
400 SPIRAEA aurea, 3-4 ft.
300 SPIRAEA Vanhouttei, 2-3 ft.
500 SPIRAEA Vanhouttei, 1-1½ ft.
2000 STEPHANADRA flexuosa, 1½-2 ft.
300 PHILADELPHUS grandiflora, 2-3 ft.
100 PHILADELPHUS Gordoniana, 2-3 ft.
100 PHILADELPHUS Gordoniana, 3-4 ft.

All the above is strictly first-class stock
Let us quote you on any part of it.

**THE BARNES BROS. NURSERY CO.**
Yalesville, Conn.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

Vol. XXXV APRIL 25, 1922 No. 8

## THE TALK OF THE TRADE

Much was said earlier in the season about California grown iris bulbs and, judging from the results obtained from many growers, a great deal which was said was not by any means warranted. It has been shown without any doubt that California grown iris bulbs can be forced with the best of results. It is true, there were failures, and this applied particularly to the variety Tingitana. Those growers, however, who used the precaution of not planting too early and of carrying the stock along slowly, got good results, even from this variety.

Mr. Hans Jepson, of Maywood, Ill., says that he obtained good results from Tingitana, and that instead of growing them at fifty degrees at night he started them at forty degrees and held them as near that temperature as was possible. He has also marketed a lot of Filifolia, with almost a hundred per cent crop.

I am also informed that W. A. Rowe Floral Co., of Kirkwood, Mo., have had wonderful success with the Spanish iris, and they have no doubt at all about the ability to force the California grown stock. Several growers who have announced to me about disappointing results with their iris bear out the idea that it has been largely a mistake of the grower, and not with the stock. For instance, they seem to agree that Tingitana gave the lowest percentage of blooms. In some cases this variety gave practically no flowers at all. But in each and every case these were the growers who started their bulbs as soon as they received them and carried them along warm. It's a fact that the later the variety and the lower the



Courtesy Boston Transcript

Easter Display in the Park St., Boston, Store of Thomas J. Galvin, Inc.

temperature, the better they have flowered.

It is also the opinion of these growers that they will have good results the coming year from these bulbs which they are carrying over. By giving them a thorough ripening and resting and planting as late as possible, with low temperature, they expect good results.

W. C. Stickel, of Lexington, Mass., has some of the Dutch variety carried over from his own stock which are doing equally as well as the California grown Dutch iris. He expects a nice crop the coming year from his carried-over bulbs, but expects to follow out the experience of this year, in avoiding too early planting and in keeping low temperature.

It is a matter of much satisfaction to the growers to find that there is a chance to do this crop successfully, and they are well pleased that those gloomy reports prematurely made in the early season are not being found true.

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Mr. Paul M. Halbrooks, of Newark, Ohio, seems to have learned the secret of gaining publicity. In a rerent issue of the local newspaper, Mr. Halbrooks, who is known to his friends and the general public as Posey, is given nearly two columns of descriptive write-up, which ought to be the best kind of advertising. As a matter of fact it makes good reading, for Mr. Halbrooks has had an interesting career. He has given thirty-five years to the floral business, and is right, I think, in considering himself as much of an artist in his line as a painter or a sculptor in his. Mr. Halbrooks is particularly fortunate in his assistants, so that each summer he and his wife can take a three months' trip to their cottage in northern Wisconsin, visiting the principal cities and florists en route.

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At the last meeting of the Gardeners' and Florists' Club, of Boston, there seemed to be considerable confusion over the definition of breeder as applied to tulips. If I am not mistaken, a breeder tulip may belong to any species, although most commonly in the trade it is applied to the Darwins. It is the habit of tulips to carry self colors for several years and then suddenly break into various shades. They are breeders until this breaking process takes place, after which they are numbered among the broken forms. I believe there are no yellows among the breeders.

At the same meeting there was some question about the proper use of the terms, daffodils and narcissi, whether they were so called daffodils, jonquils or poets. Gardeners are cultivating the plan of calling all these flowers daffodils, which is, I believe, a common practice in England. Actually they are identical. The daffodil is really the English name, while the narcissus is the Latin name. In common use it seems most convenient to speak of the large, trumpet flowered bulbs as daffodils, and to make a distinction when referring to the poets and allied forms, which are already known to the public as narcissi.

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One of the incidents of hard times and high income tax seems to be that the owners of big private residences who have greenhouses want their gardeners to grab every dollar they can get in the city flower markets with any surplus they may have. The wholesalers do not like to handle such business as it is too picayune. And the thought back of it is low-toned. A man wealthy enough to have his own private conservatory for his own pleasure and that of his friends ought to keep it sacred from the sordid dollar spirit.

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Of course judges are not infallible, but it was rather curious to find, at the recent bulb show in Boston, that a first prize for the double tulip Schoonoord had been awarded to a pink variety. Of course Schoonoord is a white tulip. Properly speaking, this pan entered in the Schoonoord class should have been disqualified. As a matter of fact, it looked very much like a straight Murillo and very well done. But perhaps the award cuts were placed on the wrong pans.

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Mr. J. K. Alexander, of East Bridgewater, Mass., who grows commercial dahlias on a very large scale, has made a new bid for fame. While he already has about fifty acres under cultivation, he has recently purchased adjoining land which he will use for dahlias and other plants. He is having his entire place laid out with drives so that visitors can pass up and down the beds without leaving their machines. One of the Boston papers recently published an article about Dahlialand, which it calls "The World's Biggest Flower Bed." It is understood that Mr. Alexander is soon to erect another large warehouse for the storage of dahlia roots.

Florists are sometimes criticized for not being more eager to take on new plants. Growing flowers under glass, however, is a highly specialized industry, and unless conservative methods are followed a profit can easily be turned into a loss. There are many good flowers which might well be grown except for certain drawbacks. At the last meeting of the Gardeners' and Florists' Club of Boston, Senecio Multibracteatus came in for much discussion and the belief was expressed that there would be a good sale for it if florists should grow it. Undoubtedly that is the case. It certainly would appeal to the public as a pot plant. It is easy to propagate and easy to grow. But—and here is the rub—it is very slow coming into flower. Florists cannot afford to use much space for such plants. They need quick returns.

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While hydrangeas help to fill the gap created by the loss of the Belgian azaleas at Easter time, the lack of these azaleas is still keenly felt. There are few flowers that were so satisfactory, all things considered. It is sincerely to be hoped that the new Kurume azaleas from Japan will be taken up widely. There is every reason to believe that they will make first class florist plants. In any event, greenhouse men all over the country should experiment with them this season.

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## NEW ENGLAND

Robert Holmes, son of Eber Holmes, the well known rose grower of Halifax Gardens, has finished his course at the Amherst Agricultural College and has taken an important position near Montreal.

Louis Wyre of Ansonia, Ct., is to open a new flower shop in that city. He is well known in the trade, having had thirty years' experience.

G. Leighton Stearns, formerly manager of A. A. Pembroke's florist store on Cromley Street, Salem, has opened a flower shop for himself at 260 Essex Street.

Mr. Eugene Appleton has become associated with the Westminster Greenhouses at Providence. He will have full charge of all the greenhouse and landscape work. He is a man of much experience and an excellent grower.

The last meeting of the Florists' and Gardeners' Club, of Northampton and Holyoke, was held with F. D. Keyes & Sons. A splendid display of Easter lilies made by Mr. Keyes was a special attraction.

## EASTER SALES

There has been no better Easter business for many years than this season. This is the general report from all quarters. It wasn't possible to get any lilies in the Winthrop Square market, Boston, after noon on Saturday.

It had been prophesied in some quarters that there would be an over supply of lilies but, as it proved, there was a shortage. Retail prices were uniformly fifty cents a bud, with but few exceptions. Only one department store in Boston put in lilies this year, selling them for thirty-five cents a bud. Lilium candidum was offered in considerable quantities, but did not sell as well as giganteum. Great numbers of Tausendschon roses were sold; some of the finest specimens ever seen in Boston were shipped in by Gibbs, of Lynn. The new red rose, Paul's Scarlet Climber, was seen in small quantities, but made a great hit. Harold Ryan, of Cambridge, was one of the growers to send in some good specimens.

Potted hydrangeas, particularly pink varieties, sold remarkably well. They have largely taken the place of azaleas. White lilacs in pots, which were expected to sell well, dragged somewhat, and there was very little sale for snapdragons, although great numbers were offered. Saturday before Easter was rainy and cold in Boston, but Sunday itself was a beautiful day, creating a big last-moment rush for flowers.

## NEW PROVIDENCE STORE.

### Fisher Establishment One of the Finest in New England.

Seldom does a new flower store start out under more auspicious circumstances than the establishment of Fisher, the florist, of Providence, R. I. The store, which was thrown open to the public on April 10, was crowded with visitors all day, fifteen thousand people passing through the doors. Three thousand begonia plants and twelve thousand cut blossoms were given away. The visitors included the Governor, Lieutenant Governor, and the Mayor of the city.

The new store is a hundred feet deep and twenty feet wide. It is finished in French gray up to eight feet; then there is a wide band of gold leaf, with Oriental blue above. The floor is of tile, and the furnishings are in Italian art ware. A tremendous Easter business was done.

This is the second of three stores, and possibly more, to be established under the Fisher name. Associated with Mr. Fisher is Mr. Silverman, formerly located on Winter Street, Boston. A Fisher store has been conducted at New London for some years. In September the third store in the chain will be opened in Boston.

Mr. Fisher will have personal charge of the Providence store at present, while John E. Clark will look after the business in New London.

## PASSING OF M. H. WALSH A GREAT LOSS

News of Michael H. Walsh's death at Woods Hole was received with sadness all over the country. Although Mr. Walsh was in his seventy-fourth year he had been very active until recently. Few men have done so much to make climbing roses popular, and many of the roses now in general cultivation were originated by him. The Minnehaha rose won him a gold medal in 1917, and among other honors given him were the grand prize of the Massachusetts Horticultural Society, the George Robert White gold medal of honor, and the gold medal of the American Rose Society.

Mr. Walsh was born in Wales, but for forty-seven years was on the Fay estate at Woods Hole. First he was gardener for Mr. J. S. Fay, and then went into business for himself. One of his sons is Congressman Joseph Walsh. He leaves three other sons, two of whom have been associated with him in Woods Hole, and two daughters.

## THOS. F. GALVIN, JR., USES THE RADIO

Probably Thos. F. Galvin, Jr., of Boston, is the first florist to make use of the radio in a way to increase his business. On the Thursday night before Easter Mr. Galvin delivered a talk on the Easter lily from the Medford Hillside station. He told of the culture of the lily, and how it is grown for Easter Sunday. Incidentally the novelty of his talk won him considerable attention from the Boston papers.

The Rochester Greenhouses, at Rochester, Ind., are to be increased by a new structure, 30x150 feet, which will be devoted to sweet peas and carnations.

RAIN WHEN YOU WANT IT

7 GRADES
7 PRICES

When you get a price from anyone on a watering system; know what it stands for.
Make sure you surely know exactly what you are going to get. Get your dollar's worth. Get a system with years of reputation back of it as your guarantee. The Skinner System has over a score of years back of it.
If it's a price basis you want to buy on, we have 7 grades and 7 prices to choose from.
The highest grade costs just twice as much as the lowest.
All 7 grades, however, have the following standard Skinner System features.

1. All pipe best quality galvanized.
2. Accurately drilled at 3 feet intervals.
3. Patented Silver Stream Nozzles throughout.
4. Globe Valve for pipe connections.
5. Brass flush valve for end of line.
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So, when you get a price from anyone, know what you are getting, besides price.
We sell you a watering system, but what you really get is satisfaction. Guaranteed satisfaction.

The Skinner Irrigation Co.
100 CANAL STREET TROY, OHIO

SKINNER SYSTEM OF IRRIGATION

# —HORTICULTURE—

Established by William J. Stewart in 1904

VOL. XXXV April 25, 1922 No. 8

PUBLISHED SEMI-MONTHLY BY

HORTICULTURE PUBLISHING COMPANY

739 Boylston Street, Boston, Mass.

EDWARD I. FARRINGTON, Editor

ADVERTISING RATES:

Per Inch, 30 Inches to page ..... $1.50

Discount on Contracts for consecutive insertions, as follows:

Three months (6 times), 10 per cent; six months (12 times), 20 per cent; one year (24 times), 30 per cent.

Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


Says Sam: An atom of action is worth a ton of talk.

**Co-operative Competition.** St. Louis florists did their Easter advertising in the most approved fashion. Other cities should study the methods of the St. Louis brethren and profit by them. Growers and retailers co-operated in one big spread and did it well. In the center of the advertisement is a strong argument for the purchase of flowers. It is terse, to the point and effective. It was paid for collectively by the growers. It is the way in which they did their part. Surrounding this center copy are the individual announcements of the retailers. The latter present their special claims, and yet join in the general layout. Here we have a combination of co-operation and competition. Growers and retailers share the expense of publicity in a spirit of harmony and helpful co-operation. No better way of solving the advertising problem has yet been devised.

**Mother's Day.** What is to be done about Mother's Day? Plain efforts are being made in some quarters to discredit it. Candy makers, book sellers and others are endeavoring to take it away from the florists. Is this sort of thing to be allowed? By no means. The florists have a unique opportunity to build up an institution which can be counted upon for sure returns year after year. How is this to be done? First of all by advertising. It is hardly necessary to advertise at Easter or on Memorial Day. People will buy flowers on those occasions, anyway. It is different on Mother's Day. Then buying must be stimulated and the demand created. Advertising will do it—if done in the right way.

The florists of Hartford, Conn., put out a co-operative advertisement last year that was calculated to make every man in the city feel cheap and unworthy if he did not remember his mother with flowers.

At the same time, it devolves upon florists to emphasize the use of colored flowers. Let the people be told that there is no special sentiment or merit in a white carnation. Then prices will be lower—and the future of the day depends largely upon moderate charges. It is out of the question from the grower's standpoint to have Mother's Day associated with any flower exclusively. The public must be educated away from such an idea. This is a point to be stressed.

**College Made Gardeners.** It is obvious that increased respect is being shown by the trade and by private gardeners throughout the country for the agricultural colleges. There was a time not many years ago when experienced men in both lines were inclined to scoff at the pretensions of colleges and college men. They contend that the only way to become a successful florist or a proficient head gardener is to start at the bottom and work up. Now the fact is being realized pretty generally that a boy who has the theory of horticulture as a foundation on which to lay his practical work can advance faster and make himself more capable and become in the end a better gardener or a better florist than the boy who has no such advantages.

The remark is still heard occasionally that college boys think so highly of themselves that they are not willing to take a humble position after graduation, but expect a superintendent's or foreman's position immediately. Such remarks are not justified. At a recent meeting in Boston, W. N. Craig, formerly president of the National Gardeners' Association, said that he had employed several boys from the colleges, and had found them perfectly willing to do any kind of work required of them. They manifested no sign of a swelled head, but on the contrary seemed eager to learn everything they could about the operation of a large estate. Several of these boys have developed far enough to occupy excellent positions.

Other men, both florists and gardeners, have expressed themselves in the same way. We recently heard Prof. Clark Thayer, of Amherst College, say that college work was expected to be only preparatory. He realized that several years of practical experience on a commercial or private place is necessary to fit any graduate for an advanced position. He believed that the boys themselves realized this fact now, and accepted it.

There is a dearth of skilled private gardeners in this country, men who are capable of supervising large estates. This country lacks the apprenticeship system which prevails across the water, and which keeps a new crop of gardeners coming on. The colleges are now stepping into the breach and preparing courses which should in a few years remedy this difficulty. The National Gardeners' Association is largely responsible for this movement. It is pleasant, too, to find that the florists are co-operating with the colleges in their efforts to equip men for greenhouse work and other branches of floriculture. It is a good augury for the future.

The ten-weeks' nursery course at Amherst College the past season was a successful experiment, and we are glad to learn that a similar short course is to be held next spring.

# GRAFTED ROSES

Once again we remind you that we are grafting Roses. We have a big lot of very fine Manetti and can take care of your requirements.

| | |
|---|---|
| PREMIER | MRS. AARON WARD |
| COLUMBIA | MILADY |
| BUTTERFLY | FRANCIS SCOTT KEY |

DBL. WHITE KILLARNEY

are the big sellers of the year. **We have them!**
Let us hear from you!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


## PRISCILLA AND ROSES THAT ARE NEEDED

Writing in the American Rose Annual just issued, Mr. Wallace R. Pierson, of Cromwell, Connecticut, tells why Priscilla was withdrawn from the market by the Montgomery Co. and A. N. Pierson, Inc. He then goes on to say:

"On both places Priscilla has done well this winter, and has sold well In some cases, Priscilla has friends who call for it. They understand the rose, know its value, and appreciate its uses. The shortage of winter roses has given this wonderful winter bloomer a place in the market, but Priscilla will be an object lesson to those who do not place a very high estimate on color.

"Priscilla is now being used by Montgomery in his hybridizing, and it is to be hoped that from this wonderful plant may come a new rose which will combine all the good attributes of Priscilla with a color which will be bright, lively, and lasting. Give us a color that will please and hold! Combine with it the fragrance of Hadley! Give us the stem, neck, and form of this rose, and add the vigor and productiveness of Priscilla! Then you will be giving us what the rose world will welcome. It is a free and open field.

"We want, and are suffering for, a new forcing yellow sort to take the place of Mrs. Aaron Ward and Sunburst. We need a crimson which has a heavy petal that is underlaid with scarlet and that does not turn blue. We need a real red rose, not a crimson, that will grow and flower as Priscilla does, and when we get these we shall have made progress. They will come! Some of them are now in sight, and the Montgomery seedlings which are blooming now and the thousands which are just emerging from the seed-beds are the promise of the future. American winter-blooming roses will continue to improve."


**Rhododendron Maximum**
**Kalmia Latifolia**
NORTHERN GROWN STOCK
in Carload Lots
NURSERY GROWN
**TSUGA CANADENSIS**
BUY YOUR STOCK DIRECT FROM THE GROWER
Send for price list.
**The CHARLES G. CURTIS COMPANY**
Callicoon Nurseries
CALLICOON, N. Y.



**Choice Orchids**
HYBRIDS
Laelia-Cattleyas, Brasso-Cattleyas, etc.
G. E. BALDWIN CO.
Mamaroneck, N. Y.


## BUYS COTTAGE GARDENS NURSERIES.

The Cottage Gardens Company, Inc., of Queens, N. Y., have purchased the entire stock and plant of the Cottage Gardens Nurseries of Eureka, California, recently liquidated by court order.

The plant will be operated as a branch of the eastern establishment and the principal products will be Azaleas and Rhododendron Pink Pearl for forcing purposes.

A large production of Ponticum stocks for grafting Rhododendron is also contemplated, as the climate of that part of California is admirably suited to the growing of that plant.

It is understood that W. B. Clarke of San Jose, California, at one time sales manager of the defunct concern, will have the sales agency.

D. S. Ward, President of the Company, who is now in Eureka, expects to devote a great part of his time to the management of the Eureka Plant, while R. T. Brown, Vice-President, will continue to look after the interests of the Company at Queens.


# PEONIES

| | per 100 |
|---|---|
| Alexander Dumas | $22.50 |
| Augustin D'Hour | 20.00 |
| Curiosity | 20.00 |
| La Coquette | 20.00 |
| L'Etincelante | 18.00 |
| Rosy Dawn | 20.00 |
| Sir Thomas Lipton | 20.00 |
| Umbelata Rosea | 18.00 |
| Mixed Peonies | 15.00 |

*Send For My Catalog*

**Peonies, Iris, Phlox, Dutch Bulbs, Evergreens and Shrubs.**

J. K. Alexander
Largest Dahlia Grower in the World
32 Central Street
East Bridgewater, Mass.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I spent Sunday wandering through a lot of garden books. I use the word wandering advisedly because much of the time my mind was really in the garden out of doors. As a matter of fact, I should have wandered when reading some of them if there had been nothing but a hand organ outside. I wonder if I should put the best one first or last. Probably I had better put it first, because otherwise the printer may chop it off at the last minute, for lack of space.

**Truly Rural.** This is a book of essays by Richardson Wright, editor of the House and Garden. It tells about his adventures in making the house and the garden which he himself occupies, and is very good reading. There are a few rather staggering paragraphs, and the book is nowhere dull. What I can't understand, though, is how Mr. Wright, being a mere editor, could get together so readily the money with which to pay the painter, the carpenter and the seedsman. He says it was a miracle, and I think it must have been. Houghton, Mifflin Co., Boston, publishers.

**Hope Farm Notes.** There are thousands of people the country over to whom the Rural New Yorker is a sort of country life Bible in weekly instalments. And the first department to which many of them turn is the Hope Farm Notes. Now the Hope Farmer is really Herbert W. Collingwood, the editor, a unique and able character in many ways. How Mr. Collingwood can turn out his two columns, week after week, year in and year out, without having them lose their freshness and charm, is a mystery. The secret must lie in his knowledge of and delight in human nature. Some of his best essays have been made up into this book, which will be treasured by the Rural New Yorker family and many others.

**Gardening With Brains.** This is a poor title. It implies an insult to amateur gardeners everywhere, the inference being that the author, Mr. Henry T. Fink, is the only garden writer who possesses brains, although willing to let his fellows profit by his good fortune. If one has ample leisure and a notebook, he could probably accumulate not a little valuable information through the aid of this ample volume. But the actual practical cultural facts could be gathered into half the pages, with room to spare. Harper & Bros., New York, publishers.

**A Book About Bees.** Seasoned bee keepers wouldn't have much use for this book. Amateurs will find a lot of interesting and helpful information in it, and it will make good reading for anybody who is interested in bees because of their marvelously complex and yet thoroughly well organized lives. E. P. Dutton & Co., New York, publishers.

**Rose Gardening and Bulb Gardening.** Two books from the pen of Mary Hampden. Both are English, so that the cultural directions contained in them do not wholly fit American conditions. At the same time both books are packed with valuable information, set forth tersely and clearly. The illustrations are excellent, and both books will be helpful to gardeners anywhere. Charles Scribners' Sons, New York, publishers.

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The new dahlias offered by Dreer include a gorgeous French creation called Camille Frachon. It is a glistening aniline red, deepening to a rich garnet, forming a halo around the yellow disc. Skagerrak is a new cactus dahlia of a clear clean lemon yellow color. Another new yellow dahlia of the cactus type is Democrat, and is particularly good for cutting. California Beauty is a hybrid cactus and probably the nearest approach to pure copper yet produced. It keeps well when cut, and is very decorative. Helen Durnbaugh is another hybrid cactus dahlia which comes from California, but thrives well in the east. It is a delicate blush in color, deepening to a soft rose.

---

One of the features of the Indianapolis Show which attracted special attention from visitors was the exhibit of sweet peas shown by W. Atlee Burpee Co., of Philadelphia. There are few flowers that make a stronger appeal to the general public, and the Burpee exhibit, containing as it did a wealth of the most beautiful varieties, was surrounded with eager flower lovers most of the time. The display was awarded the gold medal, and first prize under Class 501. The Burpee people also received special certificates of merit for the following new sweet peas: Chevalier, Milkmaid, Spokane, Lady Fair, Quaker Maid, Robin Hood.



Burpee's Sweet Pea Exhibit at Fifth National Flower Show

## BOSTON

Fitzgerald, the florist of Huntington Ave., is planning some extensive alterations on his store. He expects to make a new entrance on Blagden Street, which is now at the rear of the store. Then he will put in a gallery over the window for the bookkeeping department. This will give him much additional selling space, and greatly enhance the appearance of his already attractive store. Mr. Fitzgerald had a wonderfully good Easter trade, being obliged to close his doors at noon on Sunday for lack of stock.

Simon Mickels has leased the store at 180 Canal Street, where he will open a florist shop.

There will be an important meeting of the American Orchid Society in Horticultural Hall, May 6, at 3 P. M. The election of officers will take place at that time, and a large attendance is hoped for.

## NEW ENGLAND

Mrs. Alvin L. Parker has opened a florist store at her home on North Street in East Jaffrey, N. H.

Walter McCann, formerly foreman of the Allen Winden estate greenhouses at Lenox, has become superintendent on a large estate at Millbrook, N. Y.

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It is seldom that so many flowers have been seen at a funeral as when the late Sir John Eaton was buried at Toronto. It was the greatest funeral in the history of the city, and all local florists as well as those in other places were called upon to supply an enormous number of floral tributes.

## EDWIN JENKINS ON SWEET PEAS

At the recent gathering of florists at Cornell University, Mr. Edwin Jenkins, superintendent of the Belle Fontaine Gardens at Lenox, Mass., spoke on the out-door culture of sweet peas. He particularly emphasized the need of preparing the soil thoroughly, giving good drainage and planting early. But he warned against mixing any of the sub-soil with manure and using it in the trenches. A rich loam is best, he said, but sweet peas will grow on other types of soil if the conditions of drainage and fertility be good. He declared that it paid to start sweet peas indoors as early as the middle of February.

To account for its popularity, Mr. Jenkins compared the sweet pea to some of the other well-known garden flowers in respect to ease of culture, cheapness, freedom from disease, rapidity of development, adaptability to different sites, and continued production of flowers after picking. He asserted that the sweet pea is superior in all these features.

The following is a list of thirteen varieties which Mr. Jenkins recommends as being very desirable:

| | |
|---|---|
| White | Constance Hinton |
| Dark Pink | Hercules |
| Light Pink | Lady Evelyn Eyre |
| Cream | Felton's Cream |
| Cream | Mrs. Dalton |
| Maroon | King Manuel |
| Lavender | R. F. Felton |
| Rose | Roseabelle |
| Scarlet | Scarlet Emperor |
| Purple | Royal Purple |
| Orange | Robert Sydenham |

James A. Reburn has taken charge of the William C. Osborn estate at Garrison, N. Y. Mr. Reburn was formerly general manager of Fern Brook Farm at Mt. Kisco, N. Y.

| | |
|---|---|
| Dark Blue | Bluejacket |
| Crimson | Maud Holmes |
| Striped | Loyalty (blue striped) |
| Striped | Jessie Cuthbertson (pink striped) |


**A NEW BOOK**

INTENSIVE STRAWBERRY CULTURE

Written by an expert of 40 years' experience.

Designed especially for people with small holdings and yet not to be overlooked by the big grower. Gives the most approved methods of handling strawberries for large crops and quality fruit.

Write for free prospectus or send $1.00 for the Book.

**Louis Graton**

WHITMAN, MASS.



**THE FLOWERING CRABS**

(MALUSES)



The Flowering Crabs have few rivals among the gorgeous spring-flowering trees and shrubs. At the Arnold Arboretum one of the important events of the year is the blooming of the Crabs followed by the showy fruit.

Of easy culture, and planted singly or in masses give remarkable and quick results. While beautiful on the small lawn Flowering Crabs are used to the greatest advantage on a large scale in woodland and other mass plantings, as are Dogwoods and Hawthorns. No group of plants have greater value than the Maluses for enlivening open forest parks and country roadsides; they present striking effects when planted on parking strips of boulevards or wide city streets.

Boxford-Highlands Nursery offers the finest varieties

Send for Catalog of Hardy American Plants and Specimen Evergreens.

**HARLAN P. KELSEY, Owner**

SALEM, MASSACHUSETTS

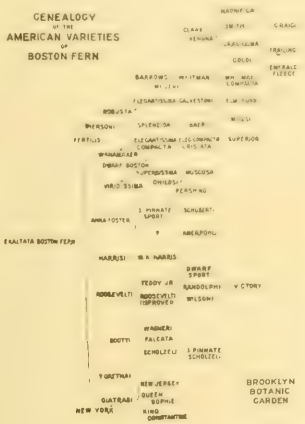

## FAMILY TREE OF BOSTON FERN

### Origin of Varieties Shown by Brooklyn Botanic Garden Chart

A very unique chart has recently been installed in one of the Brooklyn Botanic Garden greenhouses. In this house there are two groups of cultivated ferns. Accompanying the chart, and arranged partly according to the relationship as indicated on the chart, are numerous varieties of Nephrolepis, about 75 different kinds. Practically all the forms represented on the chart will be maintained constantly in this house, together with a collection of English varieties of Boston Fern and other forms of interest.

In connection with the chart, there is framed the following statement:

"The ferns in this house include practically all the best kinds for use as house plants. On the left bench are the kinds commonly sold as "table ferns" because so many are raised and sold to fill fern dishes. Many of them are useful also as larger pot plants, and can be grown by anyone who can raise other house plants successfully. Even in ordinary apartment conditions, with dry air, drafts, too much heat, too little light, fumes from illuminating gas, irregular or too much water, they may be expected to remain decorative for weeks, sometimes months.





**MICHELL'S ASTER SEED**

| ASTERMUM | Tr Pkt | Oz. |
|---|---|---|
| Lavender | $0.30 | $1.50 |
| Rose-Pink | .30 | 1.50 |
| Shell-Pink | .30 | 1.50 |
| White | .30 | 1.50 |
| Mixed | .30 | 1.50 |
| ASTER, CREGO | | |
| White | .30 | 1.50 |
| Shell-Pink | .30 | 1.50 |
| Rose-Pink | .30 | 1.50 |
| Purple | .30 | 1.50 |
| Lavender | .30 | 1.50 |
| Mixed | .30 | 1.25 |
| ASTER, INVINCIBLE | | |
| Blue | .30 | 1.50 |
| Crimson | .30 | 1.50 |
| Lavender | .30 | 1.50 |
| Rose-Pink | .30 | 1.50 |
| White | .30 | 1.50 |
| Mixed | .30 | 1.25 |
| ASTER, EARLY ROYAL BRANCHING | | |
| Lavender | .40 | 2.00 |
| Purple | .40 | 2.00 |
| Rose-Pink | .40 | 2.00 |
| Shell-Pink | .40 | 2.00 |
| White | .40 | 2.00 |
| Mixed | .30 | 1.50 |
| ASTER, MICHELL'S IMPROVED SEMPLE'S BRANCHING | | |
| White | .30 | 1.50 |
| Shell-Pink | .30 | 1.50 |
| Rose-Pink | .30 | 1.50 |
| Lavender | .30 | 1.50 |
| Purple | .30 | 1.50 |
| Crimson | .30 | 1.50 |
| Mixed | .30 | 1.25 |

See our General Wholesale Catalog for complete list

Also all other Seasonable Seeds Bulbs and Supplies

**MICHELL'S SEED HOUSE**

518-516 MARKET STREET

PHILA. PA.

# *King* GREENHOUSES



Sixty feet wide with two posts and truss from interior to eave posts

HERE is shown one of our standard designs for steel frame houses. Each design has been scientifically laid out and tested for strength and stiffness, with maximum light and minimum shadow effect. Each and every truss member has adjustment to make each connection taut and snug —no play—no loose-fitting bolts. For strength, durability and growing characteristics, these houses are unexcelled.

Looks like a money-maker for this grower, doesn't it?

Write for descriptive catalogue

*When you think of good greenhouses, think of KING*

**KING CONSTRUCTION COMPANY**

GENERAL OFFICES: NORTH TONAWANDA, N. Y.

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BOARD OF TRADE BLDG.
TELEPHONE
MAIN 4399

SCRANTON, PA.
307 N. IRVING AVE.
TELEPHONE
4136

# ADVERTISING and SELLING

## USES MINIATURE AUTOMOBILE

### Novel Advertising Scheme Originated by the Louise Flower Shop of Washington

A miniature automobile which runs around the city of Washington delivering notes and letters, and occasionally a box of flowers, has proved an excellent advertising scheme for the Louise Flower Shop.

Everywhere the small auto and its small driver go there is attention. Children stand on the corner watching the unusual car until it is out of sight. In the downtown streets there is always a crowd around it, no matter at what time of day it appears there. The name of the flower shop is on the car in large letters, and so there is no possibility of the passer-by not knowing where it is from.

To make the affair still more attractive two Negroes have been engaged to run the car. These boys only work after school hours, one being a schoolboy of short stature, just sixteen years of age; the other a dwarf about twenty-one years old, who is still going to school.

The boys are dressed in uniforms, one wearing bright red to match the car, and the other a suit of royal blue, with black trimmings. Both wear tall hats, which have the words, "Louise Flower Shop" on a band around the crown. The boys are proud of their jobs and keep the little car shining and neat.

## WILD FLOWER SHOW

### Coming Exhibit at Horticultural Hall to be Most Unique

Unusual preparations are being made for the special exhibit of wild flowers and ferns to be held at Horticultural Hall, Boston, May 3-7. This exhibit will be put on by President A. C. Burrage, of the Massachusetts Horticultural Society, who has been preparing for it for many months. Hundreds of plants were collected last season and are now being forced under glass at Beverly. So much skill is being shown that flowers ordinarily blooming in September, as well as the spring flowers, will be open during the show.

The entire floor in the large hall has been taken up in order to make possible the laying out of a pond, the construction of a brook, and the arranging of evergreens to form a miniature forest. The wild flowers and the ferns will be shown under conditions as near natural as possible. Without doubt the show will be as big a success as the exhibition of native orchids which Mr. Burrage put on last year.


# Cyclamen

## Transplanted Seedlings

*as good as pot plants*

4 to 7 leaves. German strain.

| | |
|---|---|
| Best Red, very fine | Wonder of Wandsbek |
| Glory of Wandsbek | Bright Pink |
| Perle of Zellendorf | White with Eye |
| Rose of Zellendorf | Bright Red |

American Strain

| | |
|---|---|
| Wandsbek Salmon | Dark Blood Red |
| Salmon Cerise | Christmas Cheer |
| Rose of Marienthal | Lilac |
| Pride of Cincinnati | Pure Rose |
| Bright Red | Giganteum Lavender |
| Wine Red | Day Break |
| Defiance | White, Pink Eye |
| Dark Salmon | Pure White |

1,000 at $50.00 per 1,000.
5,000 at $46.00 per 1,000.
10,000 at $43.00 per 1,000.

| | 100 | 1000 |
|---|---|---|
| 2¼-in | $12.00 | $100.00 |
| 2½-in., extra select | 15.00 | 120.00 |
| 3-in. | 20.00 | |

Guaranteed free from mite

BOUVARDIA

| | | |
|---|---|---|
| Single, Pink, White and Red, strong, 2¼-in. | $ 9.00 | $ 80.00 |

May delivery. There are never sufficient Bouvardia, order early.

BEGONIAS
New England Grown

| | 100 | 1000 |
|---|---|---|
| Mrs. M. A. Patten, 2¼-in. | $8.00 | $75.00 |
| Mrs. Patten, 3-in. | 15.00 | |
| Pride of Newcastle, 2¼-in. | 8.00 | 75.00 |
| Chatelaine, 2¼-in. | 7.50 | 65.00 |
| Chatelaine, 3-in. | 15.00 | |
| Lorraine, 2½-in. | 32.00 | 275.00 |
| Cincinnati, 2½-in. | 35.00 | 300.00 |
| Melior, 2½-in. | 35.00 | 300.00 |
| Peterson | 35.00 | 300.00 |
| Turnford Hall | 30.00 | 275.00 |
| Concurrent | 35.00 | 300.00 |
| Luminosa, 3-in. | 20.00 | 180.00 |

COLEUS CUTTINGS

| | |
|---|---|
| Verschaffeltii | Butterfly |
| Golden Bedder | Defiance |
| Queen Victoria | Joseph's Coat |
| Fire Brand | Salvator |
| Beckwith Gem | American Beauty |
| Massey | Trailing Queen |
| Pink Trailing Queen | Beauty of Lyon |

$12.50 per 1000
President Harding, $12.00 per 100.
Other Fancy Varieties
$20.00 per 1000

G. U. LIGGIT — *Wholesale Plantsman* — 505 Bulletin Building

NEW ENGLAND OFFICE:
15 CEDAR ST., WATERTOWN, MASS.
L. J. REUTER IN CHARGE

PHILADELPHIA


## NEW ENGLAND FLORISTS' ALLIANCE

Eugene M. Naukam, secretary of the New England Florists' Association, spent Easter week with his family in Buffalo.

The following are new members:

Eric R. Anderson, Bacon St., Natick, Mass., G.

Mishawan Flower Co., Eric R. Anderson, Prop., Woburn, Mass., G.

Arnold-Fisher Co., 58 Wyman St., Woburn, Mass., G.

Philip Rittner, 166 Canal St., Boston, Mass., R.

J. McKenzie, Cambridge, Mass., R.

Garry W. Bates, 253 South St., Randolph, Mass., G.

J. L. Beasley, 443 Mass. Ave., Arlington, Mass., R.

Max Fine, 198 Dartmouth St., Boston, Mass., R.

Mrs. Edmund Hunt has opened a flower shop at 23 Central Street, Southbridge, Mass.


**WANTED**

By experienced nurseryman and florist, nursery or florists' stock to grow and market if desired; splendid land, located twelve miles from Boston; best of train service; could handle Gladioli, Dahlias, Iris, Peonies, Fruits, Shrubs and general hardy nursery stock on contract or otherwise; am in the market for salable hardy stock for spring.

E. E. RANDALL, Nurseryman,
Reading, Mass.

# THE NEW JAPANESE KURUME AZALEAS



**Christmas Cheer**—This name was suggested on account of its brilliant coloring, a real Christmas red, a rich cochineal-carmine, semi-double, $20.00 per 100, $150.00 per 1000.

**Daphne**—Pure white with just a faint suffusion of delicate mauve towards the ends of the petals reminding one of the sweet Daphne odora, single. $20.00 per 100; $150.00 per 1000.

**Flame**—A most brilliant madder-red with coppery suffusion lighting up wonderfully under artificial light, single. $50.00 per 100; $450.00 per 1000.

**Peach Blow**—A beautiful peach blossom pink, shading lighter towards the centre, a perfect gem, single. $25.00 per 100; $200.00 per 1000.

**Pink Pearl**—Suggestive to the popular Rhododendron Pink Pearl in color. A beautiful salmon-carmine shading lighter to the centre, flower semi-double and remarkably free in large full trusses. $25.00 per 100; $200.00 per 1000.

**Snow**—Purest white, the semi-double flowers being of most graceful shape and remarkably free-flowering and lasting in good shape for an unusually long time. $25.00 per 100; $200.00 per 1000.

**Hinamayo**—Introduced some 6 to 8 years since but still very scarce. It is a gem for freedom of bloom, very early. Color a lively pink with crimson suffusion, single. $15.00 per 100; $140.00 per 1000.

**Choice Mixed Varieties.** $12.00 per 100; $100.00 per 1000.

**THE ABOVE PRICES ARE INTENDED FOR THE TRADE ONLY**



Unquestionably these new Azaleas are the most important flowering plants that have come forward since the introduction of the Lorraine Begonias and its types and the French Hydrangeas, and we believe they will in a short time due to the ease with which they are handled, their many varied colors and the satisfaction which they will give to the amateur become even more popular than these standard favorites.

The illustration here shown is a 5-inch pot plant, the photograph of which was taken just eighteen months after the cutting was inserted in the propagating bench. It is one of the plants that was shown in our exhibit at the International Flower Show at New York which attracted so much attention. This plant demonstrates the speed with which good salable plants with an abundance of flowers can be developed.

It will be noticed that with the exception of the variety Hinamayo introduced some 6 or 8 years since we are offering these new introductions under descriptive English names and not under the Japanese names under which they were imported. This may be open to criticism but in explanation of same we will state that the Japanese stock supplied to us was so badly mixed, 3 or 4 different colors having been supplied under one label so that identification was impossible. Furthermore, we believe the trade as well as the public in general will better appreciate the descriptive names under which we are now offering them.

**Your assortment of early spring and Easter flowering plants has been greatly curtailed through the effects of quarantine 37. Your customers complain of this lack of variety and sameness. The Kurume Azaleas will help to relieve some of this monotony.**

**We are now booking orders for delivery fall of 1922 and spring of 1923 of good 2¼-inch pots of the following varieties:**

**Apple Blossoms**—The name conveys an idea of the color of this dainty flower, which is a delicate old rose suffusion on a silvery white ground, flowers single. $20.00 per 100; $150.00 per 1000.

**Cherry Blossoms**—The general color effect of this gem is that of cherry blossoms, the centre of the flower being a delicately lilac-tinted white shading to a delicate mauve-pink at the edges, semi-double. $20.00 per 100; $150.00 per 1000

**Henry A. Dreer** 714-716 Chestnut St. Philadelphia, Pa.

# WINDOW LIGHTING

By J. DANIELS

An authority on lighting has stated that the show window is a miniature stage, and much in regard to the artificial lighting of the window can be learned from a stage manager. In stage lighting, all lighting sources are concealed so as not to annoy or distract the audience by bright lamps. Various lighting methods are used to secure striking effects. The stage manager changes intensities, colors, direction in such a way as to utilize psychological influence of lighting.

In order that the merchant may utilize stage lighting effects in his window, new equipment has been designed recently that makes it possible very easily to obtain these results. First, however, it is necessary to consider the light source used. The universal method of obtaining light for show windows is the type C, incandescent lamp. It gives a steady light and can be easily concealed. It is made in a number of different sizes, allowing extreme flexibility, the most popular sizes for window lighting, however, being the 75, 100 and 150 watt lamps. The "C" lamp is also made with blue glass, thereby obtaining a daylight color which allows the goods to be shown in practically their daylight value.

The distribution of light from the incandescent lamp is approximately the same in all directions, therefore they should be equipped with reflectors to direct the light on the goods displayed, rather than allow it to illuminate the ceiling or sidewalk. Many types of reflectors have been designed especially for window lighting and are of different shapes in order to give the correct control of light desired for windows of different shapes and construction. Tests have shown that the most efficient reflectors are those of the prismatic and mirrored glass type. The prismatic glass reflector is useful where a transparency is used to allow a small amount of light to be transmitted through the glass. The manufacturers of window reflectors furnish information as to the proper type to use for different cases.

The intensity of illumination depends to some extent on the color of goods shown. Goods of light colors do not need as great an amount of light as dark colored material. Where the color of goods is likely to vary, the lighting installation should be designed for the darkest materials and the switching arrangements can be such as to cut out one-third or one-half the lighting units when lighter goods are shown. Consideration also must be given to the location of the store. A show window on a brightly lighted street should have a greater intensity than a window on a side street in order that a sufficient contrast might exist between the street and window lighting to compel attention.

The colored lighting effects used on the stage to such great advantage can now be obtained in the show window. Lamps, superficially colored, have been used to some extent in the past, but have proved unsatisfactory, due to the short life of the lamp

There are now on the market screens of gelatine or glass that can be applied to and removed from any of the standard window reflectors quickly and easily. The use of such equipment opens a new field to the window trimmer of great possibilities. Different effects can be expressed. Red suggests fire and action; blue, coldness, Winter; yellow, sunshine; orange, Autumn; green, Summer; purple, luxury. The simplest way to use color is to flood the window with one color, or two or more different colors may be used coming from different directions. An effective picture has been obtained by flooding the window with one color and the use of a spotlight to light an important object with white or any other desired color.

The subject of window lighting has been receiving increasing attention, as merchants realize the enormous advertising value of the window. Many well decorated windows have been spoiled by poor lighting or rendered useless a large number of hours during each day. With the variety of equipment now obtainable, these conditions are rapidly disappearing and it behooves every florist to make sure that he is doing justice to his displays by lighting them in such a manner as to make them easily seen and enhance their beauty to the throng passing his store each day.


## Here We Are Up To The Minute On Shipping

Will you please give us a day's notice? Can handle your order that quick outside of a few Shades, Evergreens and Imported Stock not in.

This Service we would like to render you.

Fruit and Ornamental trees.
Evergreens.
Berberry Thunbergii, 2 and 3 Yr.
Berberry Thunbergii Seedlings.
Amoor River Privet-North.
California Privet.
Imported Fruit and Manetti Stock.
Multiflora Japonica Rose Seedlings.
(Best American Stock for Budding or Grafting.)
Grapes, Currants, Raspberries.
Ornamental Shrubs.
Paeonias, Buddleia Variabilis Magnifica.
Climbing Vines, Clematis Pan., 2 and 3 Yr.
Roses, H. P. & H. T., Climbers and "BABYS."

(One of the Best Assortments in the Country.)

Our last bulletin out April 15th. Don't fail to get it and read through carefully. Many scarce items are listed.

We do not quote stock at wholesale to the retail trade.

**C. R. Burr & Company**

**Manchester, Conn.**



# LOWELL
## LAWN AND GARDEN DRESSING
For
LAWNS, GARDENS, GOLF LINKS, PUTTING GREENS, TENNIS COURTS, ETC.
Packed in 5, 10 and 20 lb. Cardboard Boxes
50 and 100 lb. Bags
Odorless, Quick Acting, Superior to Sheep Manure
SPECIAL PROPOSITION TO FLORISTS
LOWELL FERTILIZER CO. 40 North Market St., Boston, Mass.


### THE PLANTS OUR GRANDMOTHERS LOVED

In many an old time garden in New England are plants which for generations have been treasured, since our grandmothers planted them by their homes in the early colonial days. Who that has spent a summer in New Hampshire or Vermont does not know the beautiful red rose which still grows by the old cellar there, though the houses have fallen and their tenants departed.

On May eleventh, under the auspices of the New England Branch of the Woman's National Farm and Garden Association at 5 Commonwealth Avenue, the home of Mrs. Walter C. Baglie, who has most generously offered her music-room for the occasion, there is to be a sale of these perennials, from ten in the morning to six o'clock in the afternoon.

Among the plants which have been offered are yellow Scotch roses, ladies' delights, ribbon-grass, sweet rockets, fuchias, blue honeysuckles, hardy garden pinks, larkspurs, sweet williams, phlox and many another old time favorite. Nor have the gardens of historic interest failed to respond to our call. From the Padre's garden in Santa Barbara there will be gladiolus bulbs, ivies and box from Mount Vernon, dainty little shrubs from the Arnold Arboretum, and plants from the Wayside Inn in Sudbury, and from the gardens of Emerson and the Old Manse in Concord.

We can picture these well known historic places, we can see the plants at Mrs. Baylies' and dream of the coming beauty of flowers, but we want also to think of the gardens from which the other flowers have come, where they have been tended, cherished and cared for till now they have been sent to our sale to help in the great democracy of flowers.

"Wondrous truths, and manifold as wondrous, God hath written in those stars above. But not less in the bright flowerets under us stands the revelation of his love."

M. R. CASE,
Hillcrest Gardens, Weston.

### NATIONAL FLOWER SHOW

The work of winding up the affairs of the Fifth National Flower Show held in Indianapolis is engaging the close attention of the Administration Offices of the Society, and is gradually approaching completion. It would not be just or advisable to issue an authentic statement at this time, but it may be said that there is no occasion for misgivings as to a satisfactory financial issue. The matter of the return of the subscriptions to the Guarantee Fund is receiving early attention, and as the gross receipts from the Show are pretty well determined checks will be forwarded to the subscribers very shortly.

Rentals of trade space produced a little over $13,000, and the catalogue about $2,500. Gate and trade tickets yielded nearly $28,000, and the special premiums presented amounted to about $5,300. Receipts from other sources amount to a sum in the neighborhood of $12,900. With the exception of a few bills covering trade space, practically all moneys to be credited to receipts have been turned into the treasury.

The sum to be paid out in premiums amounts to about $13,000. The awards are in process of checking and confirmation, and checks covering money prizes, and medals and other material prizes will go forward to the winners very shortly.

The expense side of the account is, necessarily, requiring considerable time, operating expenses, rentals, and petty expenses not being as easily determined as receipts. As soon as everything can be tabulated, a detailed report will be prepared and the National Flower Show Committee are in hopes this may be accomplished within the next two weeks.

Chairman George Asmus, whose foresight and energy made the Show possible under circumstances which at one time were most distressing, may be congratulated upon the successful issue of the Show, which to many is most remarkable.

JOHN YOUNG, Sec'y
Apr. 17, 1922.


The benefit of HAIL INSURANCE was forcibly illustrated by a number of violent hail storms in New England last year.

Be wise and send to **John G. Esler, Sec'y of Florists' Hail Association, Saddle River, N. J.**, for Hail Insurance literature.

**DO IT NOW.**

## George Watson's Corner

"You in your small corner and me in mine."

Robert Crawford and Edward Alburger were in the obituary columns last week. Of all the good words said about them, none sounded better to me than that they were both good men and true. I knew them both for over thirty years, and was always proud of their friendship. They were real men. Toed the mark to the lowest or the highest emergency that the true man is called on to foot in his walk through this mortal sphere. Men among men, and made their mark. I bow my head in respectful farewell.

Brother Engler means well; but this "non-mowable-lawn-grass," he wants, would be a knock-out for the Pennsylvania Mower Co., and the Philadelphia Mower Co., two ancient institutions which have made our state famous the world over. You might as well talk free trade to John Dobson the wool man, or to the Manufacturers' Club of Broad and Walnut Sts. To a mower man, a scythe man, a rake man, and many another man, the idea sounds like poison or gas or a submarine. Then there's the advertising department of Brother Engler's paper. Maybe it would have something to say on the subject. Belay with the marlinspike!

"And all the latest tango shades"—that is the way a recent Pennock advertisement read. They are talking about sweet peas; but just what they, a conservative, scrupulous, conscientious and celestial firm mean by using the word "tango" is rather mysterious. The word is not in the dictionary. Neither is it in the encyclopedia. And the live young wires about town tell me it's a dance and not a color. The first thing we know, they will be handing us:—"meticulous," "fuliginous," "proleffic," and "rufous," so that we may be all quite up-to-date in the Mother Tongue. W. Atlee Burpee will please take notice. He might get into another London Fog.

If the Florists' Club of Philadelphia is live and up to date it should invite Miss Jarvis to be its speaker at its next meeting—first Tuesday in May. Let the subject be:—

**What Miss Jarvis Thinks of the Florists**

and let her get up on the platform and hand it to them good and strong. She can do it, and she'd be proud of the chance! Talk about having a scientist from Boston or Washington to draw a crowd about "platitudinous pulcherrimas," or some other such exciting subject. They wouldn't be in it with Anna. She has the pep, and could fill the hall to overflowing.

After Miss Jarvis had had her say we expect President Campbell as chairman would call on his vice and take the floor. Vice Presidents come in handy sometimes, although as a rule they are mostly ornamental. Fif-

We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

CARTER'S TESTED SEEDS
AND SPRING BULBS
All the finest quality at fair prices
1922 CATALOGUE NOW READY. SEND FOR COPY TODAY
CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

PLANTS
FOR THE HARDY GARDEN
We have a splendid collection of the following varieties suitable for spring planting.
IRISES LILIES LARKSPURS
CAMPANULAS HOLLYHOCKS PHLOXES
Also Conifers and other Hardy Shrubs. Over 100 acres devoted to Nursery Stock. A complimentary copy of our 1922 Garden Annual mailed on request.
R. & J. FARQUHAR COMPANY
6 SO. MARKET STREET BOSTON, MASS.

TO THE TRADE
We have acquired by purchase, the stock and Plant of the Cottage Gardens Nurseries of Eureka, California, which will hereafter be operated as a branch of our eastern establishment.
At Eureka, we will specialize in Azaleas and Rhododendrons for forcing purposes; Boxwood, Auracaria excelsa and Ericas will also be grown in large quantities.
All of the product will be marketed on the Pacific Coast, the Sales Agency being in the hands of W. B. Clarke, Box 543, San Jose, California.
COTTAGE GARDENS COMPANY, Inc.
QUEENS, NEW YORK

GROWERS

FERNS

POT-GROWN STOCK 2¼-IN.

| | 100 | 1000 |
|---|---|---|
| Boston | $6.00 | $55.00 |
| Roosevelt | 6.00 | 55.00 |
| Whitmanii | 6.00 | 55.00 |
| Teddy, Jr. | 6.00 | 55.00 |
| Verona | 6.00 | 55.00 |
| Macawii | 6.00 | 55.00 |

Transplanted Bench - Grown Stock $5.00 less per thousand than the Pot-Grown.

FERN RUNNERS
$15 per thousand

Henry H. Barrows
FERN SPECIALIST
264 High Street, Whitman, Mass.

BOBBINK & ATKINS
NURSERYMEN,
FLORISTS, PLANTERS
Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

TREES
PLANTS
PLANTING
Send for Illustrated Catalog
BRECK-ROBINSON NURSERY COMPANY
Lexington Mass.

Nephrolepsis Norwood
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

E. W. FENGAR
*Chrysanthemums*
147-187 LINDEN AVE.,
IRVINGTON, N. J.

teen minutes would probably be allowed for say and rebuttal then the floor would be taken by Edward Reid. Mr. Reid has had a long experience in the business and is well known and respected the country over. He is also a keen logician inherited from his Caledonian ancestry and what he said would surely be worth listening to.

The magnolias are simply lovely this year. One grand burst of glory—as you make for your early morning train—and come near missing it by simply having to stop and feast your eyes on the gorgeous fascination. There may be a lot of reasons. Weather just right or climax conditions favoring a fine show after years of gathering up to it. Whatever it is, put 1922 down as some magnolia year! I am referring to the kinds that bloom before the leaves. Philadelphia is about the northern limit for many of them. There used to be a fine one at Broad & Walnut Sts. that W. R. Smith planted and bragged about for half a century. Of course the skyscrapers had to have their way.

Steve Mortensen is a specialist in roses but he also takes a keen interest in all the side lines of the business. You ought to see his lively countenance when Sam Pennock tells him his consignments went really in to the top notch column of all the top notch growers of the past ten years. But what's new, says he, isn't there something else I can grow and make more money on, and then Steve listens and listens. That boy is some listener, and the first thing you know he hands you something.

We cannot bring our outstanding ideas of the wholesale trade to a focus without saying a little word for Jack Berger. He has stuck to it through all these many years, and he still holds good. A lot of them have been attacked with "cold feet," but Jack keeps on getting bigger and bigger every year. A true son of his father, and a credit to him. This is no reflection on the other live-wires in the wholesale business, but just a little rosebud, dropped in no angelic, aerial flight, across the banks of the green Delaware. Jack, I knew your old Daddy well, and I delight in the fine success of all his boys! Put that down in cold print.

Frank Ross has got the fundamentals of the advertising game doped down to a fairly good basis. He is telling the readers of the Record, the Inquirer, and the Bulletin, that notwithstanding the big demand for Eas-

GROWERS

HIGH GRADE PLANTS
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

Garden Seed
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. Woodruff & Sons
82 Dey St., NEW YORK
and ORANGE, CONN.

IRIS and PEONIAS
We aim to give more than you expect. Then you tell your friends, they tell their friends and our business grows. Thank you.
GEORGE N. SMITH
Wellesley Hills, Mass.

CHARLES H. TOTTY
Chrysanthemums
MADISON - NEW JERSEY

CEDAR ACRES
Gladioli and Dahlias
Booklets Free
B. HAMMOND TRACY, Inc.
Wenham, Mass.

WILLIAM SIM
CARNATIONS
Cliftondale Mass.

SEEDS AND BULBS

**JAPANESE HARDY LILY BULBS**

JAPANESE LILIES planted in May, either in greenhouse or open ground, will furnish tip-top cut-flower material at a time when good stock is almost invariably scarce.

MAGNIFICUM AND RUBRUM

| | Per 100 | Per Case |
|---|---|---|
| 8 to 10 inch—150 to case | $19.00 | $24.00 |

LILIUM AURATUM

| | Per 100 | Per Case |
|---|---|---|
| 8 to 9 inch—200 to case | $14.00 | $22.00 |
| 8 to 10 inch—180 to Case | 15.00 | 22.00 |
| 10 to 11 inch—120 to case | | 22.00 |
| 10 to 12 inch—100 to case | | 21.00 |

25 bulbs at 100 rate

**AMERICAN BULB COMPANY**
172 N. WABASH AVENUE
CHICAGO

"For immediate shipment, Rams Head Brand Pulverized Sheep Manure, Ground Fertilizer Bone, Ground Tankage. Agricultural Chemicals. Catalogues and prices on application."

**JOSEPH BRECK & SONS, CORP.**
SEEDSMEN
51-52 NORTH MARKET ST.
BOSTON, MASS.

**Burpee's Seeds Grow**
Wholesale Price List for Florists and Market Gardeners
**W. Atlee Burpee Co.**
Seed Growers Philadelphia

TWO NEW SALVIAS
(Novelties)

**Salvia, White Bonfire.** **Salvia, Salmon-Pink Bonfire,** 2-inch pot plants, January delivery and later. 1 dozen for $3.50; 25 for $6.00; 50 for $10.00; 100 for $20.00.

NEW GERANIUMS

**Red Barney, Brilliant Red.** 2¼-inch pots ready November 10th. $4.00 per dozen, $25.00 per 100.

**Mrs. Geo. E. Buxton, Double Rose Pink.** 2¼-inch pots ready December. $15.00 per 100, $125.00 per 1000.

| | 100 | 1000 |
|---|---|---|
| Nutt, Buchner, Rooted Cuttings | $3.00 | $27.50 |
| Poitevine, Richard, Rooted Cuttings | 4.00 | 35.00 |
| Nutt, Buchner, 2¼-in. pots | 6.00 | 55.00 |
| Ricard, Poitevine, Montmore 2¼-in. pots | 7.00 | 65.00 |
| Mrs. Lawrence, 2¼-in. pots | 7.00 | 65.00 |

Ask for Prices on Other Varieties
Ask for Complete List of Seeds, Bulbs and Plants

**ROMAN J. IRWIN**
IMPORTER
43 WEST 18th STREET, NEW YORK

*When writing to advertisers kindly mention HORTICULTURE*

ter, and the general rush, that he sells right along at bargain prices. His old slogan, which made him famous some years ago—"The Best at the Lowest"—still holds good with him, and he seems to get the multitude with him on that idea—at all four of his new and up-to-date stores, in different parts of the city. The millionaire does not care how much he pays, so he gdes to Chestnut St., and they soak him. Frank says: "there are other people just as good, even if they have not so much money," and he can hand them the joy of flowers for little money. The best at the lowest. Guess we'd better see Frank.

Talking about advertising, there are many still among us who remember Godfrey Aschman. He was the boy who could get up a good one and he kept it up for years and built a business by it. It is one of these Heavenborn gifts that seems to pass with the passing. Few understand it any more than they do true poetry from Limericks. The ideal is there, in the true stuff. Most of us can no more explain why it appeals than we can fly. But it's there, all right. If you can put poetry and personality into an ad it will make you famous, and bring you wealth. So get busy. Our space rates are very reasonable.

Mr. Henry Eaton has become superintendent of the estate of Mr. Jere Downs of Winchester.



**BECOME A LANDSCAPE ARCHITECT**

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 16-H Newark, New York

**Thomas J. Grey Company**

SEEDS, BULBS AND IMPLEMENTS, WHOLESALE AND RETAIL

Re-selected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application

16 So. Market Street
BOSTON MASS.

SEEDS AND BULBS

**W. E. Marshall & Co.**
**SEEDS, PLANTS AND BULBS**
Horticultural Sundries

166 W. 23rd St., New York

**McHUTCHISON**
**& CO. offers**

IMMEDIATE SHIPMENT

VALLEY PIPS, Berlin pips, Hamburg pips, German type for forcing. Case lots only of 2500 pips.
JAP. LILY BULBS, Giganteum 6-8 and 7-9, Magnificum and Rubrum 8-9.
GLADIOLUS BULBS, best commercial varieties and sizes; all northern grown.
BAMBOO CANES, natural and dyed green, all sizes, bale lots only.
RAFFIA, natural or colored, dependable brands, 25 lbs. up.

LATER SHIPMENT

FRENCH BULBS
DRACAENA CANES
MANETTI STOCKS
DUTCH BULBS
PALM SEEDS
FREESIAS and CALLAS

FERNS IN FLATS, etc., etc.

WHOLESALE ONLY

Write for prices on business stationery, specifically stating your requirements.

McHUTCHISON & CO.
95 CHAMBERS STREET
NEW YORK CITY

**Thomas C. Joy**

The new white Carnation being introduced this year of which you certainly will want some. Order now to get a good delivery—$12 per hundred, $100 per thousand. Write for our complete list of new and standard varieties.

S. S. SKIDELSKY & COMPANY
50 PARK PLACE
NEW YORK CITY

**STUMPP & WALTER CO.**

SEEDS AND BULBS

30-32 Barclay Street
New York City

# New England Retail Florists


Penn The Florist

"The Telegraph Florist"

Member of Florists' Telegraph Delivery

124 TREMONT ST.

BOSTON

Carbone

342 BOYLSTON ST. BOSTON

Member Florists' Telegraph Delivery Ass'n

BOSTON

JOHN P. FITZGERALD

23 HUNTINGTON AVE.

Telephone Connection

BOSTON, MASS.

THOS. F. GALVIN, Junior

226 Devonshire Street

Member F. T. D.

BOSTON MASS.

HOUGHTON GORNEY

UNDER THE PARK ST. CHURCH

Zinn The Florist

Park St., Boston

AMERICA'S FOREMOST FLORIST

Thos. F. Galvin

Established 1847
Incorporated 1911

BOSTON—1 PARK STREET AND 549 BOYLSTON STREET
NEW YORK—561 5th AVENUE AT 16th STREET

BIDDEFORD, ME.

NEAR PORTLAND

Strouts

Member F. T. D. CARNATIONS

BRIDGEPORT, CONN.

John Reck & Son Member F. T. D.

BROCKTON, MASS.

Belmont Flower Shop Member F. T. D.

BROCKTON, MASS.

Wm. W. Hathaway

FLORIST

9 MAIN STREET

Member of F. T. D.

BROOKLINE, MASS.

F. E. Palmer, Inc.

Chestnut Hill and the Newtons

The Leading Florist MEMBER F. T. D. For all this District

Burlington, Vt.

GOVE, the Florist— Member F. T. D.

CAMBRIDGE, MASS.

581 MT. AUBURN STREET

Harold A. Ryan, Inc. Member F. T. D.

CAPE COD

AND THE ISLANDS

FLOWERS OF QUALITY

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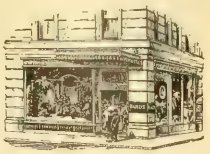
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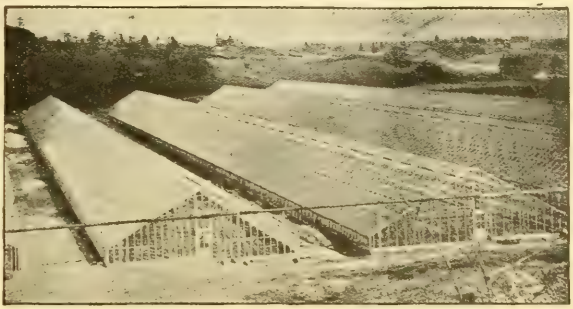
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You might think we mean Mr. Lewis, but we don't. It's about the youth and age of some heating pipe that we had in mind.
Or to be exact, what Mr. Lewis most courteously reminded us, ought to be put in your mind.
Along in March he wrote us a letter.
A voluntary letter written just because he thought you folks ought to know one more of the dependable points about us, that he knows. Here is what his letter said.

"It may interest you to know that there is some piping in a greenhouse across the street from me that your firm put in for my grandfather, E. B. Lewis, some time between 1865 and 1870.

There have been several boilers put in and connected up to the pipes since the first one, and also two or three houses rebuilt over the pipe. But the old pipe is still doing business just as good as the day your men fired up the first time. Even the brick foundations are still in place."

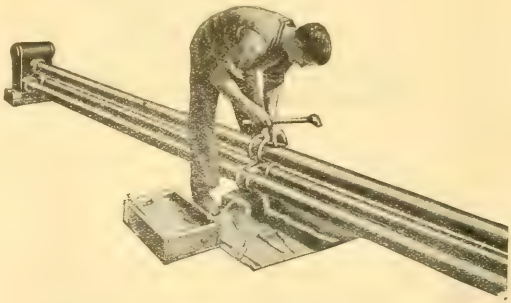
And now let us add to Mr. Lewis' comments, that when we first started in business (which was many years ago), heating was all we did.
We used to heat 90% of all the greenhouses then built in the East.

Finally, one of the greenhouse building concerns came to the conclusion that they would go after some of that heating business.
So, just to return the compliment, we decided to build greenhouses as well as heat them.
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Our chief heating expert, "old war horse MacArthur" as we call him, has been with us for many years.
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He knows heating from the bottom up. Being one of your hard headed, sound sensed Scotchmen he's not much on theory.
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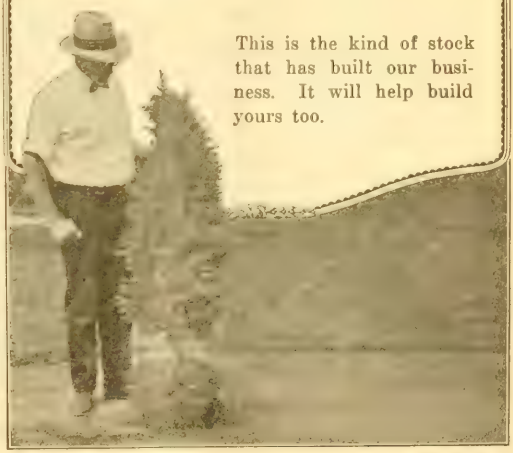
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FRAMINGHAM, MASSACHUSETTS



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PINUS RESINOSA
PSEUDOTSUGA DOUGLASI
THUYA OCCIDENTALIS
TSUGA CANADENSIS
EUONYMOUS RADICANS VEGETUS
KALMIA LATIFOLIA
ACER SACCHARUM
BETULA PENDULA LACINIATA
FAGUS AMERICANA
FRAXINUS AMERICANA
LIGUSTRUM AMURENSE, 5-7 ft.

**CHERRY HILL NURSERIES**

Catalog (T. C. Thurlow's Sons, Inc.) WEST NEWBURY, MASS.


### NURSERY TREES REAL ESTATE.

#### Taxation as Personal Property Resisted by Nurserymen.

A matter of great importance to nurserymen everywhere has just been decided at Middletown, R. I., where several nurseries are located. A controversy had arisen over the taxation of growing nursery stock. Local officials levied on the stock, claiming it was tangible personal property. The nurserymen contended that as the trees and shrubs were firmly annexed to the soil they should properly be taxed as real estate. They also contended that it was unjust to keep taxing the same trees year after year while they are growing, and before it is possible to market them. The ruling has now been made in favor of the nurserymen who have been paying the tax under protest. A town meeting is to be held to vote on rebating the taxes already paid in.

### EVERGREENS SUFFER BADLY

Reports continue to come in showing that much damage was suffered by evergreens in New England the past season. The damage seems to have been done late, too, as trees which were in good condition in March are now badly burned and apparently half dead. On some private estates the loss has been very heavy. This loss has also extended to rhododendrons. The American Arborvitae is among the trees which have suffered badly. Taxus canadensis has also been hard hit.

It is interesting in this connection to have a statement from Mr. Kirkegarde, of the New England Nurseries at Bedford, Mass., that a block of Taxus canadensis on his place was badly damaged while a block of Taxus cuspidata standing beside it was uninjured. The Japanese Yew seems to be proving one of the hardiest and most satisfactory foreign plants ever introduced. Mr. Kirkegarde says that the demand for evergreens has been unusually large this year, especialy in the trade.

### THE MARKET.

After a very dull week the market is brisk again, and doubtless will remain good until after Mother's Day. Carnations started in on Monday at eight cents, with a promise of gradual advance in price. The market is being cleaned up well of all flowers except snapdragons. It will be necessary for florists to advocate the use of other flowers than white carnations so far as possible. There won't be nearly enough whites to go around.

## *To All Orchid Lovers:*

## ATTENTION!

**The Federal Horticultural Board has called a conference for May 15th, at Washington, D. C., to discuss Quarantine No. 37.**

**At a previous conference in 1920, at which were present over twenty Orchid men, we had, as well, two hundred signed protests from prominent Orchid growers against the embargo on Orchids. Only two men spoke in favor of the Quarantine.**

**In spite of the prevailing sentiments that the Quarantine should be modified, the Board decided that inasmuch as Orchids could be raised from seed no change in the regulations were necessary. Since that time, however, the effects of this embargo have been disastrous to the Orchid interests. If you are in favor of modified restrictions that will provide reasonable protection against pests without destroying our Orchid industry by prohibiting importations, send your protest and, if possible, reasons for same to**

*DO IT NOW!*
**We need your reply before May 15th**

**JOHN E. LAGER,**
**Chairman Orchid Committee,**
**Summit, N. J.**

# -HORTICULTURE-

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Vol. XXXV MAY 10, 1922 No. 9

## THE TALK OF THE TRADE

I learn from Mr. N. H. Eiss, of the W. A. Kasting Co., Buffalo, that the florists of that section are planning to spend a thousand dollars for Mother's Day advertising. Mr. Eiss is chairman of the publicity committee and a great believer in the value of printer's ink for moving flowers. It seems to me that the Buffalo florists have been particularly successful in their co-operative work. A thousand dollars is a very fair amount for a city of that size to raise. As a matter of fact, it goes almost three times as far as the same amount would go in Boston, because of the lower newspaper rates.

Compared with it the $400 which has been appropriated by the New England Alliance for advertising in the Boston papers seems pretty small. Of course the Boston campaign is only beginning, however, and it is to be expected that within a year or two several times $400 will be available for Mother's Day advertising. There is no doubt of the fact that Mother's



Wild Flower and Fern Show in Boston

Day can be made a big event for the florists in Boston as in other parts of the country. I was privileged to see in advance some of the copy which is to be used in the Boston papers. It is well gotten up and should be effective in stimulating interest among flower buyers.

I have been interested to learn that there is a heavy call this year for dahlias of the older varieties, such varieties as Countess of Lonsdale, Queen Wilhelmina and W. W. Rawson. Many of the growers were not prepared for this demand, and exhausted their stock early in the season. It appears that the public is getting surfeited with new varieties, and has been disappointed because of the difficulty found in wintering many of these newer kinds. Perhaps this partly explains the tendency to call for the dahlias which have been tested and found reliable.

There has been an unprecedented demand for dahlia roots this year. Gladiolus corms have sold almost as well, and there are few growers who will not make money this season. The call for Primulinus Hybrids is growing, and needs to be encouraged. This is a flower which florists at least should favor. If amateurs become familiar with it in their own gardens, they will be more likely to buy forced blooms out of season. I see no reason why florists should not sell bulbs of this kind to their trade.

Without doubt the Primulinus Hybrids are the most satisfactory of all gladioli for forcing. According to Mr. B. Hammond Tracy, it is possible to have flowers in bloom every month of the year, with the possible exception of December. So far it has proved difficult to get flowers in bloom at Christmas time when they probably would sell well. To accomplish this result it will be necessary to force the bulbs at a low temperature. The tendency in the fall is for them to come along too fast, and it is hard to hold the bulbs after September.

I recently heard of a little kink which may be of value to growers who force Primulinus Hybrids. A certain grower who has been very successful with these bulbs tried placing them on top of the boiler until they were well dried out. They then forced readily and gave excellent spikes.

Florists who grow gladioli out of doors as well as under glass should understand that the best flowers do not come from the largest bulbs. According to some growers it would be much wiser to grade bulbs by their ages instead of by their size as is done now. When a bulb reaches large size it is likely to have passed its prime. It is becoming decadent. Bulbs which a florist might not dare offer his customers because of their small size may prove the very best bloomers when grown in his own patch.

What would florists do if it were not for the telephone? In many communities it is depended upon to an astonishing extent. I was surprised, however, when William Miller & Sons, of West Lynn, Mass., told me that seventy-five per cent of their orders came in over the telephone. This seemed all the more strange because the location of Miller & Sons was a fairly central one, and their chief customers among employees of the great General Electric Co. I assume that the Millers have learned how to handle telephone trade especially well. In fact, Mr. Miller senior was answering a call when I entered the store, and from the tactful manner in which he dealt with his absent customer I could see that he could readily make and keep friends by wire.

There are other florists who have greatly extended their business by proper use of the telephone, especially where they have kept a list of customers and had someone with a pleasant voice call them at intervals with suggestions. When it is possible to develop a system by means of which birthdays, wedding anniversaries and similar occasions are kept track of, an unobtrusive suggestion that flowers might be welcome often proves a splendid business getter.

Growers one after another are putting in the blower system of heating by means of which they can use screenings or other very fine grades of coal. Of course such coal can be purchased at a very low price, the total cost including hauling not being in many instances over $3 or $4 a ton. The forced draft is obtained by use of an electric motor or a gas engine. The Arnold-Fisher Co., rose growers, of Woburn, Mass., have a triple system, including electricity, gas and a steam engine, so that no matter what happens they are pretty sure of having power to keep their blower in operation. Some growers depend wholly upon electricity, but this is taking a chance, because occasionally a severe storm or other disturbance breaks down the wires and cuts off the current.

The only out about this forced draft system which I can see is the tremendous amount of soot and dust which accumulates. I recently visited the large establishment of Mr. Stephen E. Shaw, of North Dartmouth, Mass., where such a system has been in use for several years. Mr. Shaw finds it very satisfactory as well as economical, but has to keep constantly cleaning out fine dust-like refuse. In fact he had to change his boiler house, putting a monitor shaped ventilator on top before the help could remain in it for any length of time. The change made did away with the trouble very nicely.

Mr. Shaw says that the soot which he takes out is being used largely on heavy clayey soil, and is helping to make it more amenable to cultivation and better for the plants which he grows in it.

Mr. Shaw has plans all made for the erection of a new house of King construction. It will be added to another King house already standing and will be used for the growing of carnations. Although Mr. Shaw grows a wide variety of material, Mr. Shaw specializes in carnations, and grows most of the leading kinds, including Laddie and Maine Sunshine. He finds his market mainly in Fall River, New Bedford, Taunton and other nearby places. In one of his houses I saw some of the best Marguerites that I have come across this season.

Improved conditions in the business are shown by the increased tendency of growers to make contracts for new buildings. Mr. Harold Patten, at Tewksbury, Mass., is going ahead with his new King house, which will be one of the largest in his extensive range. A lot of filling was required before this house could be put up, but it is being supported by extensive cement foundations, so it is not likely to settle much. The rapidity with which this house is being erected is illustrated by the fact that within ten days from the time work was started the house was ready for glazing.

## WHITE MEDAL GOES TO A. C. BURRAGE

The George Robert White medal of honor, established by the late Mr. White, who bequeathed $5,000,000 to the city of Boston, has been awarded to Albert C. Burrage of Boston in recognition of his services to horticulture. The trustees of the Masachusetts Horticultural Society made the award, on the recommendation of Prof. Charles S. Sargent, vice-president of the society.

The medal will be struck in gold at the United States mint in Philadelphia.

## WILD FLOWER AND FERN SHOW.

### Unique Exhibition Held in Boston and Largely Attended.

Another success has been added to the long list of unusual flower exhibitions held in Boston. The wild flower and fern show at Horticultural Hall, which opened on the 4th and closes tomorrow, the 11th, has attracted tremendous crowds. It is different from any show ever staged in America, and credit for its conception and execution is due largely to Mr. A. C. Burrage, president of the Massachusetts Horticultural Society.

As the floor of the main hall was in rather poor condition, the Society decided to have it removed entirely before the show. It thus became possible for a pond and brook to be dug out of the earth underneath. The rest of the ground was smoothed off and walks laid out, being covered with pine needles. The sides of the Hall are banked with large evergreen trees, between thirty and forty truck loads being used for the purpose. Among the trees and accentuating the outline of the hall are rocks and stones, all brought from Mr. Burrage's place at Beverly Farms. At one end of the hall is a huge waterfall containing thirty tons of rock. The center of the hall represents a swamp, and in it are growing many plants usually found in such locations, including the tall swamp blueberry in full bloom, and the splendid Lobelia cardinalis.

To get together all the plant material shown was a tremendous undertaking. Representatives of Mr. Burrage under the direction of Supt. Douglas Eccleston scoured New England's woods and hillsides for many months. They were obliged to lower a man 125 feet with a rope to get some of the Woodsias growing in crevices on the side of a Vermont cliff, and the tiny willow Salix uva-ursa, which grows only six inches tall, was found above the timber line in the White Mountains.

Forcing the wild flowers so as to have them in bloom simultaneously was very difficult and taxed all of Mr. Eccleston's rare skill. There were some failures. Most of the Cypripediums bloomed too early on account of the warm weather. Rhododendron Maximum came very slowly, like some others. One of the most remarkable feats was in getting the Fall Aster into full flower. The fern collection with its 48 different kinds is practically complete. It represents surprising knowledge and enterprise.

Following is a list of the wild flowers forced for the show:

| | |
|---|---|
| Flowering dogwood | Bunch berry |
| Moccasin flower | Small Solomon's seal |
| Pink lady's slipper | Great laurel |
| Showy lady's slipper | Pink azalea |
| Small yellow lady's slipper | Wild honeysuckle |
| | Rhodora |
| Large yellow lady's slipper | Swamp rose |
| | Blood root |
| Trailing arbutus, or Mayflower | Pitcher plant |
| | Early saxifrage |
| Dog-tooth violet | Skunk cabbage |
| American beech | Wake Robin |
| Wintergreen or Checkerberry | Large white trillium |
| | Painted trillium |
| Closed gentian | Hemlock |
| Rattlesnake plantain | Bellworth |
| Yellow fringed orchis | Swamp blueberry |
| Small purple fringed orchis | Cranberry |
| | Arrow wood |
| Swamp pink | Sweet white violet |
| Liver leaf | Canada violet |
| Large blue flags | Purple violet |
| Juniper | Birdfoot violet |
| Mountain laurel | Lance leaved violet |
| Sheep laurel | Round-leaved violet |
| Sugar maple | Pale laurel |
| Bog rosemary | Labrador tea |
| Wood anemone | Wild yellow lily |
| Wild columbine | Wild red lily, or wood lily |
| Bearberry | |
| Jack in the pulpit | Turk's cap lily |
| New England aster | Cardinal flower |
| Canoe birch | Wild lupin |
| Wild calla | Club moss |
| Marsh marigold | False Solomon's seal |
| Beautiful calypso | Patridge berry |
| Leather leaf | Bayberry |
| Princess pine | Sweet gale |
| Creeping Snow berry | Showy orchis |
| Spring beauty | White pine |
| Virgin's bower | May apple |
| | Great Solomon's seal |

## NEW MARKET HOUSE

### Boston Florists Will Soon Make a Decision—Consolidation Completed

Boston florists will soon know where the new wholesale market is to be located. A meeting of all the members of both markets is to be held in the near future, probably on Saturday, May 20, at Young's Hotel, at which the whole question will be gone over. The committee, William H. Elliott, chairman, has inspected a large number of sites and will recommend at this meeting that a choice be made between several of the best. These sites are in different parts of the city and the members will be given considerable latitude in making their selection.

The question will have to be decided, too, as to whether the markets shall have rented quarters or a new building. If a new building is voted for, the members must decide between a cheap and a more costly structure. There seems to be a feeling that a really worth while building should be erected. Such a building will cost a lot of money, however, and the growers must reckon on this fact. With the right kind of building, practically all the trade interests can be housed under one roof in a most convenient way.

A meeting was recently held at Young's Hotel at which the details of consolidating the two markets were completed, through an arrangement of exchanging stock. The present officers of each market will continue to serve until October, however.

## PRES. BURRAGE RE-ELECTED.

### Important Meeting of the American Orchid Society in Boston.

Following a luncheon at the Algonquin Club in Boston last Saturday, a meeting of the American Orchid Society was held at Horticultural Hall, about thirty members being present. Pres. A. C. Burrage was in the chair. The secretary's report showed 118 members, 35 being life members. Forty-four of these members are in Massachusetts and sixteen in New Jersey. Mr. Burrage was re-elected president, Theodore E. Wickwire, Jr., of Buffalo, W. A. Manda of So. Orange, N. J., Oakes Ames of North Easton, Mass., Vice-Presidents; Louis Burke of Philadelphia, Treasurer; Alfred J. Loveless, Lenox, Mass., Secretary. These were re-elections.

The treasurer's report showed $3,200 on hand, which amount is to be kept as a working fund.

On recommendation of Pres. Burrage it was voted to compile a list of all the American wild orchids, there being a constant demand for such a list. The statement was made that Pogonia rotundifolia and Orchis junifolia were rapidly approaching extinction. W. H. Lincoln, of Pittsfield, Oakes Ames of North Easton, and W. H. Child of Boston were appointed to locate as many groups as possible and report.

Mr. Thomas Roland advocated a big notional orchid show which should represent all parts of the country. It was voted to have such a show in 1924 in Boston, nothing but orchids being exhibited.

It was voted that the society strike a gold, a bronze and a silver medal to be awarded at the society's shows, and also offered at other shows. This was on motion of Mr. Joseph Manda.

Pres. Burrage has distributed handsomely bound copies of the by-laws and membership list, the cover having a splendid picture of cypripedium aucaule in colors.

## FRED AMMANN APPOINTED.

Mr. Fred Ammann has been appointed Field Manager of the F. T. D. and expects to start shortly on a trip through the middle and southern states. Eventually he will cover the whole country and his work, it is believed, will be of the greatest value in developing the F. T. D. No man is better fitted for this work than Mr. Ammann.

# —HORTICULTURE—

Established by William J. Stewart in 1904

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EDWARD I. FARRINGTON, Editor

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**Sam Says:** **When florists forget to pay their bills, send them a bunch of forget-me-nots with their monthly statement.**

---

**Pushing Mother's Day.** Special attention is called to that portion of Mr. S. S. Pennock's Florida address in which he discusses the development of Mother's Day from a florist's viewpoint. Mr. Pennock treats the matter in an optimistic but sane and practical manner. Without question Mother's Day has a big future for florists if it is properly nurtured. In some sections of the country it has already been made a big business getter, largely through co-operative work and advertising. Its future in any section will depend entirely upon what the florists in that section make it.

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**As to Quarantines.** All branches of the trade are keenly interested in the hearing before the Federal Horticultural Board to be held at Washington, beginning May 15. One important point in connection with this hearing is the fact that Secretary Wallace, of the Department of Agriculture, is to be present. In the past the Secretary has simply OK'd the reports of the Board. Possibly he has decided that he will be wise to get some first-hand knowledge of the issues involved. It is also understood that representatives of several foreign countries are to be on hand.

It is true without doubt that a very strong sentiment in favor of retaining the quarantine now exists. With the passage of years many nurserymen have worked up stock in excluded articles and are becoming more satisfied with the embargo.

At the same time there is a pretty general feeling, inspired partly by business necessities and partly by moral sentiments, that the quarantine measure should be reconstructed so as to make it fair and equitable, even though its salient features are to be retained. Without doubt there are many items, including certain of the bulbs, which ought to be removed from the restricted list. They are items which never should have been placed on the list at all, unless the embargo is in fact a tariff measure and not simply an effort to keep out injurious pests and diseases.

At its best the embargo is in effect a tariff. It is recognized and accepted as such. Even those who believe in it admit this fact. The whole matter would be on a much higher plane if a sincere effort were made to create a quarantine which would aim only at the exclusion of dangerous plants, even though this danger might be somewhat remote.

Any attempt to extend the embargo and to make it in fact a genuine protective measure, with a view to excluding all plants of all kinds from foreign lands, would be fought with the utmost vigor, and rightly. Any action of this kind should come through Congress, and be labeled for what it is, a tariff proposition.

---

**State Quarantines.** Present tendencies are discouraging. This is especially true in the apparent inclination of the various states to put up the bars against other states. It will be impossible to do business if this sort of thing keeps on. Take California as an example. An act has been passed which makes it necessary for those shipping stock into California to pay an initial fee of $10 and then deposit a bond of $1,000. This bond must be renewed every year. The act also includes measures which require a shipper to pay for losses from plants which develop insect pests after they have reached the state, if we are correctly informed. This rule applies not only to shippers of fruit trees, but also to orchid growers, and to them is an especial burden because eastern orchid men do a large business with California.

So far as we can see the chief beneficiaries under this arrangement are the bonding companies. If we should search for the nigger in the woodpile, it is quite possible that we might run down some of these same concerns. Certainly they would profit immensely if other states one by one should require bonds for nurserymen and propagators shipping into their territory.

But what of the nurserymen and propagators themseves? It is safe to say that they could not long endure such a situation. Now this quarantine mania, which has become an internal affair, is fostered by the situation at Washington, and it is there that we must look for initial relief. Quarantines are needed. Everybody in the trade admits that. They ought to be safe and sane quarantines, however, based on reliable facts and figures, and so just in their operations that no section of the trade will suffer in order that some other section may profit.

Let us hope that these matters will receive due consideration at Washington, and that the whole subject will be discussed in such a dispassionate and open-minded way that the Board itself will be rehabilitated in the opinion of the trade the country over, and that the points at issue will be setted fairly, honestly and once for all.

## BEDDING PLANTS --- WELL ESTABLISHED

**HELIOTROPE CENTEFLEUR**
3-inch, $8.00 per 100, $70 per 1000.
4-inch, $20.00 per 100.
5-inch, $50.00 per 100.

**ACHYRANTHES. Brilliantissima and Panache de Bailey.**
2¼-inch, $5.00 per 100, $40 per 1000.
3-inch, $7.00 per 100.

**ALTERNANTHERA. Aurea nana (green), bushy stock. Brilliantissima (red).**
2¼-inch, $5.00 per 100, $40.00 per 1000.

**CALADIUM esculentum.**
4½-inch, $15.00 per 100.

**SALVIA. America, Bonfire, Zurich and Splendens.**
2¼-inch, $5.00 per 100, $40.00 per 1000.
3-inch, $7.00 per 100.

**MARGUERITES (White Daisy).**
4-inch, $25.00 per 100.

**AGERATUM Fraseri.**
2¼-inch, $5.00 per 100, $40.00 per 1000.
3-inch in bloom, $10.00 per 100, $80.00 per 1000.

**COLEUS. All varieties.**
2¼-inch, $3.50 per 100, $30.00 per 1000.

**CANNAS.**
3-inch, $10.00 per 100, $90.00 per 1000.

| | |
|---|---|
| King Humbert | Hungaria |
| Queen Helen | Venus |
| G. Gumpper | Wyoming |
| Louisiana | Gladiator |
| City of Portland | Meteor |

**PARLOR IVY. Good Stock.**
2¼-inch pots, $5.00 per 100, $40.00 per 1000.

**VINCA variegated.**
4-inch, $25.00 per 100.

**SNAPDRAGON. Nelrose and Silver Pink.**
3-inch, $15.00 per 100.

ALL THE ABOVE STOCK IS NOW READY FOR SHIPMENT

**A. N. PIERSON, Inc., Cromwell, Connecticut**


### GETTING TOGETHER.

**Prof. Waugh Approves Co-operation of Colleges and Gardeners.**

Dear Sir:—

I must commend your excellent editorial on "College Made Gardeners" in Horticulture on April 25th. It is very obvious that the college men and practical gardeners and florists are getting together rapidly at the present time. The splendid co-operation which we received from the nurserymen's association in our nursery course this winter is typical.

I believe both sides should receive equal credit for the present improvement in the situation. The colleges are more ready to accept the advice and co-operation of the practical men, while on the other hand the practical florists and gardeners readily realize that a college education in scientific and theoretical horticulture is a real advantage if supported by sufficient practical experience.

What we really want is some kind of co-operative course which will include both the theoretical studies at college and a practical apprenticeship in nurseries, gardens and greenhouses. This is what we are securing in a small way in our nursery course and what we hope to accomplish in a much larger and more effective manner through a co-operative arrangement with the National Association of Gardeners.


**Choice Orchids**
**HYBRIDS**
Laelia-Cattleyas, Brasso-Cattleyas, etc.
**G. E. BALDWIN CO.**
Mamaroneck, N. Y.


Permit me to call attention to one slight error in your editorial, however. You refer twice to this institution as "Amherst College." Amherst College is a very different institution which though located in this town has no connection whatever with the Massachusetts Agricultural College. Ours is a state institution and belongs to the people of Massachusetts. The fact that there are two separate colleges in this town and that they have no connection with one another is not generally appreciated by outsiders, and possibly has been overlooked by yourself, though I think you are well aware of the fact.

FRANK A. WAUGH,
Head of Division of Horticulture,
Massachusetts Agricultural College

### BULBS IN FLORIDA.

**F. W. Fletcher Tells of His Experience with Longiflorum.**

Editor Horticulture:—

In your Easter number I note your kind editorial notice of the longiflorum bulbs grown by me. I have a little different viewpoint than yours on the longiflorum bulb situation. Before undertaking the culture of these bulbs here we looked over the ground pretty carefully. Bulbs of these lilliums are grown successfully in various parts of this country, from Florida to Michigan, but bulbs grown further north than this latitude would hardly mature in time for florist's use.

Our bulbs can be thoroughly ripened and in the hands of the trade in July. Whether difficulties, now unforeseen, may bob up and change my present opinion that it is possible to grow all the longiflorum bulbs required for forcing in this country, right here in Orange county, Florida, I do not know. If they do I will be the first to make the fact public. Please bear in mind that none of these bulbs will be on the market for some years. Perhaps not then.

As to whether the Japs can "come back" and so clean up their stocks as to restore public confidence in their quality is a question. Bermuda has not done so, but the Japanese are a patient, far-seeing people and they must realize that the only salvation for their lily trade is to have a thorough clean-up—a matter of some years. No trade can long endure whose shipments show a waste of 40%, no matter if prices are reduced.

F. W. FLETCHER.

Orlando, Fla., April 18.

A new horticultural society has been formed at Sudbury, Ont., in which much interest is manifested. The organization starts off with one hundred and twelve members, and the new officers are as follows: President, Mr. J. Laberge; 1st Vice-president, Mrs. W. J. Bell; 2nd Vice-president, Mrs. J. A. Fraser. A show is being planned for in the near future.

Michael J. Costello has opened a flower shop at 394 Washington Street, Brighton, Mass. For many years Mr. Costello was connected with the Elliott Greenhouses.


**(Jap.) BARBERRY**
24- to 30-in.
$35.00 per 100. In lots of 500 $30.00, in lots of 1000 $25.00 per 100. For the next 10 days only.
N. F. McCARTHY & CO.
112 Arch Street, BOSTON, MASS.



# RAMBLING OBSERVATIONS OF A ROVING GARDENER

Years ago I used to spend much time in the J. Horace McFarland establishment at Harrisburg, Pa., where many of the country's seed catalogues as well as the American Rose Annual are printed. There I occasionally met Mr. John Davey, the father of tree surgery. At that time Mr. Davey was busy perfecting his organization. He used to tell me something about the plans which he had in mind, and the high goal at which he was aiming.

I have been tremendously interested in the years that have elapsed since that time in watching the unfoldment of his plans and the gradual and yet rapid development of the Davey idea and organization. Apparently the whole scheme has evolved itself along just the lines which Mr. Davey had at that time laid out. When an enterprise is planned and executed in a manner like this, it is almost certain to prove a great success.

Not long ago Congressman Martin L. Davey, John Davey's son, and general manager of the organization, said: "Davey tree surgery has been before the public nearly as long as the automobile, and its development has been almost parallel. You will easily recall the automobile of fifteen or twenty years ago. You remember that it often broke down, and many times was laid up by the roadside. You will recall its imperfect mechanism, its poor lighting, the hard job of cranking. Well, the fundamental principles of the automobile were the same then as now. The wonderful advance has been made in the refinements and the mechanical improvements. Just so with Davey tree surgery. The fundamental principals were the same fifteen or twenty years ago as today. But honest effort and a determined purpose have produced refinements and mechanical improvements and scientific accuracy that are marvelous and inspiring."

It seemed to me that this was an unusually good statement of the facts. And yet it leaves out reference to the personal equation and the knowledge of men which have been most important in making the Davey organization what it is today.

It was Mr. John Davey's idea in the first place to build up a staff which should be thoroughly imbued with the Davey spirit, as well as equipped with a thorough knowledge of Davey methods. This idea has seen its fruition in a body of men doubtless larger in numbers if not more scientific in training than even Mr. Davey dreamed of. To become a member of the Davey Institute of Tree Surgery is something to be sought after much like an appointment to West Point. Scores of applicants are turned down to one man who is accepted. In the Institute the young men receive a thorough scientific education, plus practical training.

When ready to be sent out into the field they are robust young athletes as well as master tree surgeons. Squads of Davey men are to be found all over the country, wherever there is work to be done. A chief expert is kept forever traveling from squad to squad, keeping an eye on the work. Once in a while he finds a man who is not measuring up to the requirements, and immediately he is dismissed. More often he finds one who is doing exceptional work, and he is advanced.

Before new men are put on, they are given careful practical training at the company's headquarters. If they show an aptitude for tree surgery they are later taken to Kent, Ohio, where the Davey Institute is conducted. Here a regular school is carried on, with a course which covers two years. There is no other school in the world that teaches tree surgery, so that the Davey Institute is unique. Its studies include not only the mechanical and theoretical end of the work, but botany, dentrology, pathology, entomology and spraying.

Besides the Institute at Kent, there is a research department where all the problems of tree surgery are carefully studied out. It is an interesting fact that when experiments are to be made, and there are many, they are made on trees belonging to the concern, and not on those of its clients. One valuable thing which the Institute has done is to work out a list of forbidden trees. That is to say, trees which are not worth spending very much money on.

All these things being true, it is not strange that estate owners prefer to have their trees handled by men who have given the subject years of



study, and who know exactly what they are doing, rather than to trust these trees to the hands of men who, while claiming to be tree surgeons, lack all or most of the requirements of the Davey organization.

I am writing these things because recently I was again brought into contact with the Davey people. Of course I knew in a general way of the tremendous progress which was being made, but I was amazed when I dug into the details and got something like a comprehensive viewpoint of the Davey system and the Davey organization. It's a great thing for horticulture in this country that it can include such an organization. Long may it live and grow!

## SKILLED GARDENERS.

### Positions Not Men Needed, Says a Correspondent.

Dear Sir:

I enclose clipping from your valuable paper which is bound to be misleading to many young men.

There is not a dearth of skilled gardeners capable of the supervision of large estates.

There is a dearth of positions for the many excellent men who will need such places.

The war and income tax have seriously impaired the large estate owner's capacity to keep up luxurious estates.

Proof of this is the fact that scores of estates that employed a large number of all kinds of gardeners are being converted into Country Clubs. I have spoken to leading golf architects who confirm my statement.

There are opportunities with better wages for a man who can direct a few hands and work hard himself, but the day of the kid gloved gardener is a sad relic of the past.

I can quote the names of several excellent men at present unemployed whose former excellent employers are deceased or the place cut out, men who were household words in garden lore a few years ago.

I trust you will give a little space in your friendly magazine, that I have always boosted as being well supplied with moral courage.

Very truly yours,

(Signed) W. R. FOWKES.

Madison, N. J.


# King GREENHOUSES

SEMI IRON HOUSES
STEEL PIPE FRAME HOUSES
FLAT RAFTER STEEL FRAME HOUSES

Illustrated Bulletins Describing Each Sent Upon Request

*When you think of good greenhouses, think of KING*

**KING CONSTRUCTION COMPANY**

GENERAL OFFICES, NORTH TONAWANDA, N. Y.

| New York City | Philadelphia | Boston, Mass. | Scranton, Pa. |
|---|---|---|---|
| 1 West 47th St. | Harrison Bldg., | Board of Trade Bldg. | 307 N. Irving Ave., |
| Telephone | Telephone | Telephone | Telephone |
| Bryant 809 | Spruce 6521 | Congress 315 | 4136 |


## HORTICULTURAL CLUB OF BOSTON

At the regular May meeting of the Horticultural Club of Boston, Mr. Thomas Roland presided in the absence of the president and vice-president. The principal speaker of the evening was Mr. B. Hammond Tracy, of Wenham, who gave an interesting talk on gladioli and their cultivation. It is expected that the president of the club, Mr. Ernest H. Wilson, assistant director of the Arnold Arboretum, will be back from his extended trip to Australia and India late in June.

## LEGION POSTERS.

### Of Great Help in Pushing Mother's Day Sales.

Secretary Naukam of the New England Florists' Alliance is busy distributing three hundred copies of Mother's Day posters being put out by the American Legion. These posters supplement the advertising being done in the Boston papers. If it were not for these two means Mother's Day would not be given much prominence in Boston. The American Legion Posters are very attractively gotten up, and should be of great value to the florists. They read as follows:

MEN OF THE AMERICAN LEGION
WOMEN OF THE AUXILIARY
MOTHER'S DAY

Sunday, May 14th

is your day. You served home and country and know what Home ties mean.

Wear a Flower
in Honor of your Mother. Write to her if you can't be with her.

Send Her Flowers
Go to Church in Remembrance of her.

The American Legion and the Women's Auxiliary have arranged National and Local programs for observance of Mother's Day. See any officer at the local Auxiliary unit or Legion post for information.


# A NEW BOOK

INTENSIVE STRAWBERRY CULTURE

Written by an expert of 40 years' experience.

Designed especially for people with small holdings and yet not to be overlooked by the big grower. Gives the most approved methods of handling strawberries for large crops and quality fruit.

Write for free prospectus or send $1.00 for the Book.

**Louis Graton**

WHITMAN, MASS.



# MICHELL'S FLOWER SEEDS

CINERARIA

| | ½ Tr. Pkt. | Tr. Pkt. |
|---|---|---|
| Grandiflora Prize, dwarf | $0 60 | $1 00 |
| Grandiflora Prize, med. tall | 60 | 1.00 |

PRIMULA CHINENSIS

| | | |
|---|---|---|
| Alba magnifica | .60 | 1 00 |
| Chiswick Red | 60 | 1 00 |
| Duchess | .60 | 1.00 |
| Holborn Blue | 60 | 1.00 |
| Kermesina splendens | .60 | 1.00 |
| Rosy Morn | .60 | 1.00 |
| Prize Mixture | .60 | 1.00 |

PRIMULA OBCONICA GIGANTEA

| | Tr. Pkt. | 1-32 Oz. |
|---|---|---|
| Lilacina, white | $0 50 | $2.00 |
| Kermesina, crimson | .50 | 2 00 |
| Rosea, pink | .50 | 2.00 |
| Alba, white | .50 | 2.00 |
| Hybrida Mixed | .50 | 1.50 |

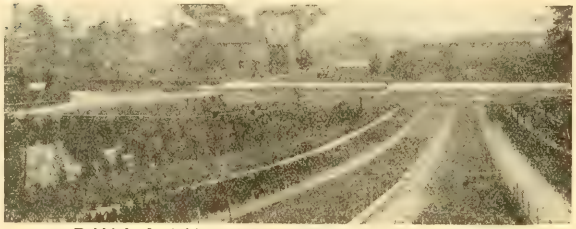
PRIMULA OBCONICA GIGANTEA
Monster Strain
Extra large flowering

| | Tr. Pkt |
|---|---|
| Apple Blossom, soft pink | $1.00 |
| Kermesina, deep crimson | 1 00 |
| Phathii, deep rose | 1.00 |
| Rosea, pink | 1 00 |

**MICHELL'S SEED HOUSE**

518-516 MARKET STREET
PHILA. PA.

RAIN WHEN YOU WANT IT



Bobbink & Atkins of Rutherford, N. J., do no flirting with the weather. They make sure of having rain when they want it.

## Stops Your Dry Weather Terrors

Some things stop things after a while. But the Skinner System stops the crop stops, **at once.** You don't have to wait till next year to get results. Results start resulting, right before your very eyes, the minute you turn the valve. You don't have to wait on sky rain, wait for you.
You snap your fingers at dry weather and say, "Get to thunder out of here, I'm boss from now on."

But whatever you do, don't put off buying until you have enough money to equip an acre. At once buy one of our portable sectional lines 200 feet long, that waters 10,000 square feet; **four moves of it waters a full acre.** Every day you put off ordering, you not only put off bigger profits, you just plain **cheat yourself** out of them. Don't wish for rain. Turn a valve and have it.

**The Skinner Irrigation Co.**

**100 CANAL STREET TROY, OHIO**

SKINNER SYSTEM OF IRRIGATION

# ADVERTISING AND SELLING

Does it pay to use addressed envelopes when sending out your bills? This is a question which many a florist has no doubt often asked himself. One advertising expert who has analyzed the situation believes that it does pay. He reasons somewhat as follows: Most men when paying their monthly bills begin with those which come with return addressed envelopes. They follow the line of least resistance. They avoid the labor of writing an envelope if they can readily do so. A return envelope is a small thing, that may pay for itself many times over. Some business men go so far as to use stamped envelopes as well. They find that this increases the number of early checks appreciably.

One other matter in sending out bills is worthy of note. Avoid a stamped or printed message reading, "A prompt settlement will be appreciated." This sort of thing is resented by customers who pay regularly. If the customer asks for a receipted bill, by all means send it back promptly, and mark "Thank you" over the signature. It leaves a good impression. You can go even further, if you like, and establish a more intimate relation with your customer by using a variety of acknowledgments, as "Your prompt settlement helps us," or, "We appreciate your way of doing business."

### RESURRECTING OLD ACCOUNTS

Almost every florist who does a credit business knows what it is to have customers who for some reason or other stop buying. Oftentimes it is possible to get these customers back by making an effort to learn what the reason actually is. The very fact that the store shows an interest in the customer may be enough to win back his trade. This interest at least breaks down whatever little antagonism may have been aroused, and shows the store is sincerely interested in keeping faith with its patrons. Sometimes it pays to send a tactful man or woman to see the customer. If this is not feasible, a letter may be written. A letter worded somewhat as follows has been found successful:

"You have not favored us with your trade for some time and, since you did favor us in the past, we cannot but feel that in some way we have failed to give you the satisfaction which as a good customer you deserved. Perhaps there was a misunderstanding. Perhaps the fault was ours. Won't you give us a chance to make good on it? All we know at present is that you are not trading with us. We don't know why. And whether the severed relations are due to conditions beyond the control of either of us—even if you feel that you do not care to honor us further with your patronage—we would sincerely appreciate your telling us why you have stopped dealing with us. Assuring you of our sincere desire," etc., etc.

The letter given above will at least win a high percentage of replies, perhaps fifty per cent. It is pretty safe to say that the other fifty per cent have left you for some reason that is not easily changed.

### AUGUST HAENDLER DEAD

The many friends of August Haendler, proprietor of the Old Town Nurseries, South Natick, Mass., will be grieved to hear of his sudden death, which occurred Friday, April 28, the funeral being held on Sunday. Mr. Haendler died of pneumonia, being ill for only three days. It was about eighteen years ago that he started his greenhouse business, having come to this country from Saxony. He leaves a wife and four children.

### NEWS NOTES

A large rose garden is to be laid out on the Common at New Bedford, Mass.

The Board of Park Commissioners of Holyoke, Mass., recently accepted the invitation of Chairman George H. Sinclair, to visit the Sinclair Greenhouse establishment and inspect the growing plants.

Fred Ruff, who has been superintendent of a private greenhouse in Nashua, N. H., for several years, has joined the staff of S. A. Goddard at Framingham, Mass. Mr. Ruff is a very well known greenhouse man, formerly having been in the employ of George Buxton of Nashua.

E. Reinhart and W. J. Adams have opened a new flower store on South Washington street, at Valparaiso, Indiana. A new greenhouse is being constructed by them north of the city.

# S. A. F. & O. H. Department

The annual meeting of the Executive Board of the Society was held in the Woman's Art Building, Indianapolis, Ind., on Monday and Tuesday, March 27 and 28. The meeting was presided over by President S. S. Pennock.

Secretary Young read his report of the Washington Trade Exhibition, which showed that a profit of $6,520.61 had been realized. The total receipts were $10,408.43, and disbursements $3,887.82. On motion of Mr. Roland the report was accepted and ordered to be made part of the minutes.

The Secretary then presented his annual financial report, which showed that there was a balance in the permanent fund of $49,167.68, and in the general fund of $16,653.01.

Vice-President Murray reported as to the renting of the Auditorium in Kansas City for the August Convention. Secretary Young also reported that he and President Pennock had visited Kansas City and looked over the Auditorium, and it was found very suitable for the purpose of the Society, and it was arranged to secure it. It was also arranged that the sessions of the Convention be held in the same building. There was an area of 18,000 to 19,000 square feet available for the exhibits, and the rental terms were $1,000 if the public were not admitted, and $2,000 if the building was to be open to the public. President Pennock spoke of the fine reception he and the Secretary had in the Convention City, and of the enthusiasm existing among the trade over Convention prospects. It was arranged details as to trade space and other matters be discussed at a later session of the Board.

Mr. Penn made a verbal report for the Publicity Committee. He stated that the work of the Committee had been very satisfactory so far this year, with more enthusiasm than had been shown in the past two years. The Committee were convinced that the florist business had prospered, and much of the prosperity was due to the Publicity Campaign. Two of the outstanding features of this success was the work of Messrs. Asmus and Ammann, who gave unselfishly of their time, and thanks were due them for their tireless devotion, and to the members of the Committee for their interest in the Campaign.

A meeting of the Committee had been held that morning, at which it had been arranged to spend in national advertising at once a further sum of $10,000, making a total expenditure of $20,000 already for 1922.

On motion of Mr. Hagenburger, seconded by Mr. Roland, a vote of thanks was passed to Messrs. Asmus and Ammann, and to the other members of the Committee.

Secretary Young referred to the fact that Past President Patrick Welch Boston, was quite ill, and moved that Mr. Penn be authorized to send him a message and flowers from the Board, conveying sympathy and best wishes for a speedy recovery. The chair suggested that the message take the form of a letter bearing the signatures of the members of the Board, and it was so ordered.

Mr. Culp referred to the matter of the resolution in regard to Quarantine No. 37 tabled by the Board the previous day, and read a substitute resolution which he moved be accepted and passed. The resolution was as follows:

"To the Honorable Secretary of Agriculture, Washington, D. C.

"The Executive Board of the Society of American Florists and Ornamental Horticulturists would respectfully urge that you direct the Federal Horticultural Board that no further extensions, or changes in rulings for application of Quarantine No. 37 be made without due notice and opportunity for a hearing be given to those whose interests will be affected by such contemplated ruling or change in application.

"A sufficient time having elapsed since the establishing of said quarantine to show its working efficiency and also where modifications or adjustments are needed for its harmonious action. We would also urge that the Board also be directed to take up, by conference, or otherwise, with those whose interests are affected, and are qualified to act, the various items and figures which up to this time have been brought to the attention of the F. H. B. as being unjust, unnecessary, or showing discrepancy in the application of said quarantine. The request being made, not in criticism, but with a view to harmonious adjustment and a maximum of benefit and efficiency in the working of quarantine 37 for the good of those who are interested it is deemed to protect."

The Board reconvened pursuant to adjournment, and President Pennock called for the report of the Committee on Amendments to By-Laws, Thos. Roland, chairman.

Mr. Roland presented a well thought out report, the dealing with which took up considerable time, especially as each amendment offered was carefully explained both as to purport and effect.

Mr. Ammann moved and the motion was carried, that an amendment be recommended directing that the Secretary be elected by the Executive Board instead of by the Convention.

An interesting part of the proceeding now took place. The matter of the medal of honor recommended by Ex-President Roland at the Washington Convention came upon the regular way, being on the business agenda for discussion.

Mr. Pierson in a short address spoke of the significance of an award of this kind, and referred particularly to the fact that in his opinion no Society had received more unselfish devotion than the devotion of George Asmus to the S. A. F. and O. H. He spoke of the manner in which Mr. Asmus had faced the National Flower Show situation in Cleveland, and of how he had the key to it in the change to Indianapolis. In recognition of this, and his past work of years, he wished, he said, to nominate Mr. Asmus for the medal of honor to be awarded this year. Mr. Hagenburger seconded the nomination, as also did Messrs. Knoble, Secretary Young, Ammann, Klingsporn, President Pennock, Treasurer Hess, and Mr. Roland, and a rising vote was called for, awarding the medal to one who had proved himself an unselfish worker for everybody selling plants and flowers. Mr. Asmus was not in the room at the time; Mr. Pierson was directed to locate him and present him at the platform. In the meantime, on motion of Mr. Roland, it was decided to make formal presentation of the medal at the Kansas City Convention. Mr. Asmus now appearing, amid applause and laughter, he was addressed by President Pennock, as follows:

"Mr. Asmus, there is a medal of honor which is awarded every five years to the person who has done the most, and made the most sacrifices for the Society of American Florists, and the gentlemen in this room have gone over the field very carefully and they have selected you to be the recipient of that medal. It gives us great pleasure today to hand you one of the biggest honors that the Society has ever handed any member. We believe that that honor is more than fully merited by the work that you have done in the past five or ten years, which has been prodigious in every way, your time unstintingly given, your business sacrificed, not only your business but your family as well. In the case of the flower show, you have given every minute, night and day as some men said, you slept on the job and never flinched. Even when you had the whole Board against you, you carried them through with your enthusiasm, your push and your energy.

"It gives us a great deal of pleasure to be able to award this medal to you, as a small recompense for the work which you have done in the past five or ten years. The medal is not ready to give to you at this time. We are sorry it is not ready, but it will be presented to you in August, at the convention in Kansas City."

Mr. Asmus made a feeling response. The feeling which prompted the award, he said was quite sufficient for him, reward enough for anything he might have done without anything more material. He was greatly pleased to accept the confidence and thought of the Society, and should always cherish the token.

JOHN YOUNG, Secretary


**ROSES 2½-inch**

AMERICAN LEGION

**Cerise Red** Seedling Grafted, $30.00 per 100 $250.00 per 1000 Rooted Cuttings, $20.00 per 100; $150.00 per 1000 Own Roots, $25.00 per 100; $200.00 per 1000.

ANGELUS. New White.
Seedling Columbia x Ophelia

| | 100 | 250 | 1000 |
|---|---|---|---|
| Own Root | $35.00 | $ 82.50 | $300.00 |
| Grafted | 42.50 | 101.25 | 375.00 |

| | Own Root | | Grafted | |
|---|---|---|---|---|
| | 100 | 1000 | 100 | 1000 |
| Pilgrim | $15.00 | $140.00 | $30.00 | $240.00 |
| Crusader | 15.00 | 140.00 | 30.00 | 240.00 |
| Mme. Butterfly | 14.00 | 130.00 | 30.00 | 240.00 |
| Premier | | | 30.00 | 220.00 |
| Columbia | | | 30.00 | 220.00 |
| Hoosier Beauty | | | | |
| Ophelia, Double White Killarney, Sunburst, Radiance, Maryland, Mrs. Aaron Ward, Milady, Francis Scott Key | Prices on Application | | | |
| Kaiserin. Early delivery | | | 30.00 | 220.00 |
| | | | 30.00 | 220.00 |

**G. U. LIGGIT** *Wholesale Plantsman* **505 Bulletin Building**

NEW ENGLAND OFFICE:
15 CEDAR ST., WATERTOWN, MASS.
L. J. REUTER IN CHARGE

**PHILADELPHIA**


## NEW ENGLAND FLORISTS' ALLIANCE

Another meeting of the New England Florists' Alliance is to be held in the near future, when some important matters will be brought up for action. The following new members have been signed up:

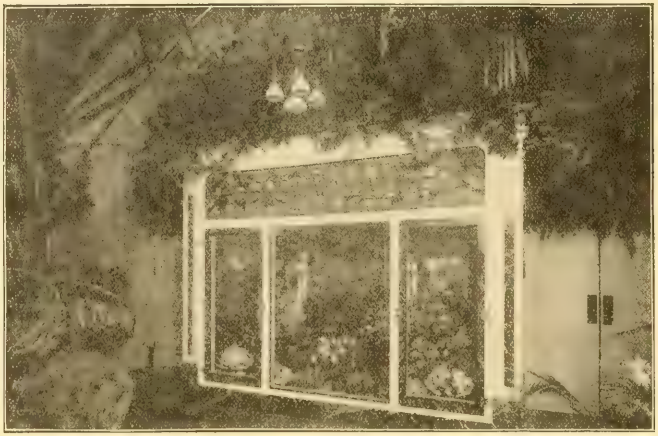
James W. Ego, 174 River Street, Mattapan.

E. D. Kaulback & Son, 160 Pleasant Street, Malden.

J. W. Simpson, 12 Lexington Street, Woburn.

Fred McKenna has erected a new greenhouse at 42 Whittier street, Haverhill, Mass.

Beyer and Weber recently had the formal opening of their store at South Bend, Ind., when souvenirs were given to every visitor. This is the business formerly known as the Beyer Floral Shop.



*Mother's Day Orders*

*FOR KANSAS CITY*

AND ALL POINTS WITHIN
REASONABLE DISTANCE

*Florists' Telegraph*
*Delivery Service*

ALWAYS PROMPT AND RELIABLE

*SAMUEL MURRAY*

1017 Grand Avenue, Kansas City, Mo.

# HOW SUCCESS IS WON

## Pres. Pennock Describes the Basic Principles of the Florists' Business

At the convention of the Florida State Florists' Association at Lakeland, Fla., Friday, May 5, Pres. S. S. Pennock of the S. A. F. made an important address on "Basic Principles Governing the Successful Florist." He said in part:

"It is ofttimes a good plan for a florist to bring in a certified public accountant and start his books out in the latest and most up-to-date methods of bookkeeping. By this I don't mean an elaborate, complicated system, but a simplified manner of keeping books, in order to know definitely how the business stands each month, and have it arranged so it will be known what branch or department of the business is making money, and what part isn't. The sooner the part not making money is cut out, the better. Of course, at times there are certain things that one would have to handle in order to cater to a general trade—even if the immediate returns are not discernible. In other words, it may be a deficit which would be chargeable to advertising.

"Another thought is that a great many times a person running a business is overimbued with some pet scheme and doesn't realize that that particular end of the business is losing money. If he had the figures each month showing a loss, then it would probably be cut out very much sooner than if he went on without knowing just how he stood.

"Collections and Charges are also very important features of a business. Be very careful to grant credit only to those whom you feel reasonably sure will pay. Oftentimes a moral risk is far better than a risk where there seems to be plenty of money, but very little principle. This kind of credit is more dangerous than giving credit to one starting out with a small capital and a good moral reputation. It isn't always safe to give credit simply on moral grounds, but at the same time it's a splendid guide, and many a successful business has gotten a good start by the fact of getting credit on its moral reputation.

"Courtesy is another thing that it isn't possible to have too much of, in one's business. Being always courteous to customers, under all circumstances, no matter whether the customer is wrong or right, builds for better business, and leaves a feeling that will bring back a customer, where discourtesy is sure to drive that same customer away.

"When it comes to the growing end, I am not quite as familiar with that as a grower would be, but I believe any one starting out in the business is pretty nearly as well off to start with a new place, even if it is in a small way, and plan his building for the future. If the business prospers, and it's far more apt to, with a well-laid plan, then each succeeding house is built according to this plan. In looking at some of the larger places that we have in our business today, one finds that they are more or less haphazardly built. Of course, they were built under strenuous circumstances, lack of capital, oftentimes, and other times lack of knowledge, but altogether they were not built as they would if there had been a well-laid plan made in the beginning, with the idea of making a large place of it. All these large establishments started in a small way, and had they realized they were going to be large concerns, then, of course, they would have made plans better suited for large places.

"In comparing our business with other lines of business, it is very evident that we are not suffering the way many other lines are and have suffered. The farmer, for instance, the past year, has marketed most of his crops either at a very big loss or so near a loss that there has been no profit at all, but looking at the various lines of our business, we find the unsuccessful firms are very few and far between. I think this better business condition, which the flower business, in general, is and has been facing, is due primarily to publicity, which has been carried on in its various branches.

"We have before the public a slogan, which is conceded, by advertising authorities, to be the best slogan that has ever been introduced in any business in this country. "Say It With


**Rush Orders Filled Promptly**

WIRE, CALL or WRITE US for prompt shipment on

FRUIT TREES

Apple, Pear, Cherry, Plum, Peach, Quince and Apricot

ORNAMENTAL TREES

Silver Maple, Carolina Poplar

HEDGE PLANTS

Barberry 3 yr., and Privet in Amoor River north, California and Ibota. Graded right

PLANTING STOCK

Fine lot, Imported and American Grown Seedlings

SMALL FRUITS

Full line

SHRUBS AND VINES

Good assortment and well-graded

ROSES

Fine lot Frau Karl, Ulrich Brunner, Madam Plantier & Rugosa Rubra, also good assortment of Climbers.

If you don't get our wholesale lists, ask for them. Many scarce items are listed. We want you on our mailing list if you are a Nurseryman or Florist.

**C. R. Burr & Company**

**Manchester, Conn.**

Phone 281.

We will not send our Wholesale Trade List to Retail Buyers




# LOWELL

## LAWN AND GARDEN DRESSING

For

LAWNS, GARDENS, GOLF LINKS, PUTTING GREENS, TENNIS COURTS, ETC.

Packed in 5, 10 and 20 lb. Cardboard Boxes
50 and 100 lb. Bags

Odorless, Quick Acting, Superior to Sheep Manure

SPECIAL PROPOSITION TO FLORISTS

LOWELL FERTILIZER CO. 40 North Market St., Boston, Mass.


Flowers" is known from one end of the country to the other, and the continual bringing of this slogan before the public has, without a doubt, helped every grower, wholesaler, and retailer in every line of the business, whether plants, cut flowers, or whatever it may be, and it is certainly up to every florist to back this National Publicity Campaign.

"While it may seem like getting back very little immediate return where a contribution of $50 or $100 or $500 is given towards the National Publicity Campaign, yet the results are sure to be far reaching and make for future business all over the country.

"Probably a number of you have noticed, recently, in the trade papers, the story of the co-operative advertising of the St. Louis florists. They came out just before Easter with a double page spread in the St. Louis papers, and all the St. Louis florists are very enthusiastic about the results that this brought them in increased business. They feel it was money very well spent, and was more than a paying investment for them. Collective local advertising cannot help but repay every city or town that takes up advertising of this kind.

"All holidays or special days are days that the florists want to encourage, as this brings in extra business, creating a market that otherwise would not be possible. Such days as Christmas and Easter do not need to be pushed nearly as much as some of the other holidays, but we have other days that can be made better florist days than they are at present. Christmas and Easter, the florist, as a rule, has pretty nearly as much as he can handle and handle satisfactorily.

"Mother's Day is, in certain localities, fast approaching in volume Easter and Christmas. To a great many florists it is a more satisfactory day. In Chicago, for instance, and other cities of the West, they feel that Mother's Day is a better day than Easter, which is very surprising considering the short time that Mother's Day has been in existence. They claim that Mother's Day appeals more to the masses than to just flower buyers, and that is what we want to strive for—more days to sell flowers to the general public.

"You will probably remember that I spent about six months in Germany, last year, in Child Welfare Work, and there, a birthday is the big day of the year of every one's life, and means more to them than any other day. Flowers are one of the things that are given more than any other one article. At one of the places where I boarded, the lady was the recipient of flowers from a great many of her friends, on her birthday, and I think that she appreciated the flowers more than any other one thing that she received. There's no reason why the florists in this country shouldn't encourage birthdays more, reminding their customers not to forget the birthdays of those they love, by sending a few flowers. Then they would have more business every day in the year and not a spasmodic business, as holiday business is at present.

"Armistice Day is another day that can be made a florist's day, and with the united efforts of the S. A. F. and of the Florists' State Organizations, eventually be as popular and as good a day for the florists as Memorial Day is now, which in many localities is a splendid florist day.

"In the United States there are 15,000 or more florists, and only about 4000 of them members of the S. A. F. The dues are not very much, $5 a year, $50 for Life Membership, and I feel sure every florist who joins will fully realize that he couldn't spend $5 better than by joining the S. A. F.

"Now I want to say a word in regard to a state movement of this kind, where all the florists in the State are getting together. In union there is strength, and that is illustrated very truly if you look back to the Society of American Florists—what they have represented and what they have stood for in horticulture, and are doing today. They are now the parent body of many other organizations which have meant a wonderful lot for the flower business. As an example, I might mention a few of the affiliated organizations—The American Rose Society, The American Carnation Society, The F. T. D. and many others—all these doing their part to help push the flower business along."


The benefit of HAIL INSURANCE was forcibly illustrated by a number of violent hail storms in New England last year.

Be wise and send to **John G. Esler, Sec'y of Florists' Hail Association, Saddle River, N. J.,** for Hail Insurance literature.

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## George Watson's Corner

"You in your small corner and me in mine."

The Daylight Saving proposition went into effect in Philadelphia, 2 a. m., April 30th. This puts our clocks one hour ahead of Eastern Standard time, and should be remembered when placing orders. The farmer don't like the idea; but it seems to work smoothly enough in the cities. My own personal opinion of the proposition is that it's silly. There may have been excuse for it during the war but not now. However, it has one good side. It gives our baseballers and cricketers and golfers and other sports a chance to enjoy themselves a litle longer after their day's work is done. Which is at least something. Every cloud has its silver lining.

One would think, by reading recent articles in the horticultural press of the old world, that they have only just woke up to the iniquities of Quarantine No. 37 of the U. S. A. As a matter of fact, the horticulturists on this side have been doing their level best for the past three years to abolish or modify that fanatical proposition; but without avail. As Dr. Deaver says: We are governed at present by the epicene—long haired men and short haired women—but there is really a lot of common sense back of the American people, fundamentally, and it will show up in time. The fanatics get around, and do things with a rush, and it takes the slow-going sensible people sometimes a long while to undo their silliness.

Alphonse Pericat, the orchid specialist, is still out at his old location at Collingdale. If you ride out to see him, stop off at the same old crossing. But in addressing letters, it is well to add the word "Darby" to Collingdale as that now seems to be the postoffice headquarters. He is very strong on the new "Kurume" azaleas, in addition to his old standby—the orchid. Take the subway to 69th and Market streets, then transfer to Collingdale. You'll be there in a few minutes, and his place is worth going to see.

Ross Watts, of Birmingham, Ala., was a recent visitor, and made a favorable impression on the seed trade of this city. He is a member of the McVay firm of seedsmen in Birmingham, who make a specialty of manufacturing various insecticides for the wholesale trade, in addition to conducting a seed store. Their specialties are known as "Vaycide," and the factory is conducted on independent lines, under the corporate title of The Vaycide Company.

We extend a cordial welcome to Brother Manning, the new representative of the Florists' Exchange in Philadelphia, and wish him every success in his new field. He is a young man, and, while he still has his mark to make among us, the outlook seems very favorable. His official headquarters are 1714 Ludlow street. This, in itself, shows good judgment, as the location is not only in the heart of the city, but in the center of the wholesale cut flower business. From Seventeenth to Mole, you can go in an almost straight line, and do not have to burrow nor take an airplane. From Mole to the Bellevue is a little more difficult but the new scout has evidently made it all right, as we met him in Habermehl's yesterday. We feel sure he will be a good booster for the Sesqui Centennial in the near future.

We have heard here in the Quaker City with some anxiety of the serious illness of P. Welch of Boston. We trust the reports are exaggerated and that he may soon be around again in his old time form. Forty years ago he was located here in this old burg, showing us the Boston way of conducting the wholesale cut flower business, and selling the Boston grown Bon Silenes; and many of our old timers still remember him from that time. But he has also been an ardent worker along progressive lines

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ever since, and no matter where he was wanted, from Maine to California, he was always ready to sacrifice his personal interests for the public good. So here's wishing for his speedy recovery.

Miss Baker is a strong adherent of the Pollyanna principle of being always cheerful—no matter what happened. At her request we read the book a good many years ago and was much impressed by it. Even an old iconoclast has to take his hat off to the old lady who had only two teeth left. She was glad because they hit. So don't get too worried just because all your Easter lilies didn't bloom in time, or because the moles ate up a lot of the tulips you were counting on. Even if you have no teeth at all you can still go see Dr. Hyman, who I believe still hangs out in the Dobson Building, although I have not been down that way for a year back.

The William H. Moon Company's catalogue is one of the best nurserymen's publications we have seen this season. That little picture with the shaded area, where they deliver free, is one of the finest touches. Another fine feature is the pages introductory, devoted to dry and wet, sandy or heavy, high or low, and the various things suited to these situations; the information given looks dry and uninteresting but when you dig into it a little—why you've simply found an unexpected gold mine.

Seedsmen, as a rule, refuse to give commissions to employees or agents. But in the stress of business many things are done. You take him to dinner, you do this, you do that, you do the other thing. Your business is to get there! All of which is very much human nature, as it has been since the world began. Of course, when the human sympathy idea is brought out in the open, and commercialized, as it has been in New York City for some years past, the human element evaporates, and it becomes a case of procurator and vamp. Big houses, like Dreer, Henderson, Farquhar, Vaughan, and all the other leading lights, drew the line, and said:—"Nothing doing, outside of straight, legitimate business." That's the way it ought to be, all over!

## GENERAL NOTES.

Adolph Sandelle is to erect a greenhouse 35x145 feet at New Britain, Conn.

Robert M. Leavitt is soon to establish a flower shop in a new building at Elmira, N. Y.

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## LANCASTER COUNTY FLORISTS' ASSOCIATION.

At the last monthly meeting at the Hotel Brunswick Mr. Chas. Newbold and Miss M. S. Miller were elected to membership in the club.

President Harry K. Rohrer called on Elmer Weaver for a report from the cut flower growers on Easter. He said that the growers who compared this year's prices to those of the past few years would be disappointed when they got their returns from the commission houses, as on account of the extreme heat the early part of the week immediately proceding Easter the wholesale houses were filled to the doors with stock, much of which was too ripe for a satisfactory business. He also said that the volume of sales was unprecedented but even with that much of the stock was in evidence after the bulk of the business was done.

Mr. Rudolph Nagle reported for the plant grower that everything saleable had been sold and at fair prices, that bulbous stock especially were called for in excess of any preceding Easter.

Mr. J. Moore of The Rosary reported for the stores that they were more than satisfied with the business done and that, while they had to handle more stock that in former years to secure the same cash receipts, the demand was unusually heavy and everything saleable in both cut flowers and plants moved to good advantage.



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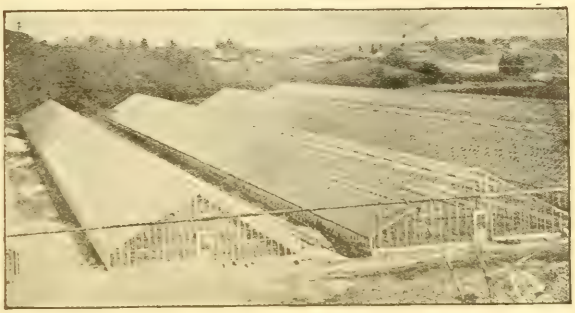


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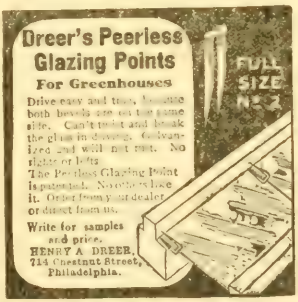
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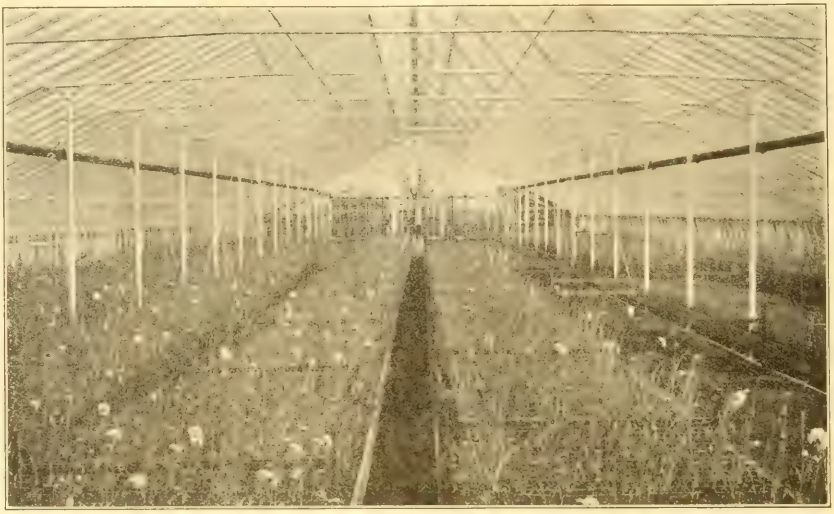
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|---|---|---|---|---|
| 10 | 20 in. | $3.55 | $40.40 | $319.00 |
| 20 | 18 in. | 2.60 | 29.75 | 235.00 |
| 30 | 16 in. | 1.85 | 21.00 | 167.00 |
| 40 | 14 in. | 1.50 | 17.25 | 136.00 |
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The iron that goes into Hitchings houses and boilers, is the cleanest, truest iron we can get.

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But good material and good design alone could never have produced Hitchings houses and boilers.

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# HORTICULTURE

## Memorial Day, 1922


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**SWEET PEAS**
In all the Tango shades, as well as the standards, — delicate pinks, lavenders, etc.
$1.50, $2 and $3 per 100

**VALLEY**
$6 and $8 per 100

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$12 and $15 per doz.

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Reds, Whites and Pinks; the better and newer kinds—
$6, $8, $10, $12 per 100

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Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies. Send for Price List

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**Prices on application.**

## FERNS

We wish to call particular attention to our fine stock of Ferns which we are offering at this time.

**NEPHROLEPIS VICTORIA (The Victory Fern).** A beautiful new crested form of Teddy, Jr., nice plants, 3½ inch pots, 25c to 35c each; 6 inch, 75c to $1.00 each; 7 inch, $1.50 each.

**NEPHROLEPIS ELEGANTISSIMA.** Large specimens, 10 inch $4.00 to $5.00 each.

**NEPHROLEPIS ELEGANTISSIMA Compacta.** 3½ inch, 35c to 50c each; large specimens, 8 inch, $2.00 each; 10 inch, $4.00 to $5.00 each.

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**NEPHROLEPIS DWARF BOSTON.** 6 inch, 75c each; 8 inch, $2.00 each.

**MISCELLANEOUS**

**ENGLISH IVY.** Strong plants, 4 inch pots with shoots 18 to 24 inches, $25.00 per hundred.

**VINCAS.** Strong plants, 3½ inch pots, $15.00 per 100; extra strong plants 3½ inch pots, $25.00 per 100.

**DRACAENA INDIVISA.** Strong plants, 5 inch pots, 75c each.

**Packing added extra at cost.**

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FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

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## for CHERRY HILL QUALITY STOCK in the following:

ABIES CONCOLOR
JUNIPERUS VIRGINIANA
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LIGUSTRUM AMURENSE, 5-7 ft.

**CHERRY HILL NURSERIES**

Catalog (T. C. Thurlow's Sons, Inc.) WEST NEWBURY, MASS.


### NEW ENGLAND NOTES

Miss Gertrude Brady has taken a position with the Belmont Flower Shop, of Brockton, Mass.

According to a local paper the employees at the Montrose Greenhouses in Wakefield had an interesting time on a recent Saturday when two of their number, Michael F. Glynn and Edward McMann, indulged in an exciting 100-yard dash. At the firing of the pistol by David McEvoy, the men started. Glynn stopped to pull up his rubber boots, and McMann got fifteen yards ahead. Glynn soon caught up with him, however, and finally with a bound cleared the line, with a yard to spare. Mr. Glynn modestly attributed his victory to the help his rubber boots gave him.

Warren Lothrop passed away recently at Hingham, Mass., aged 54 years. He was long in the florist business, having started with the cultivation of violets.

Florists of Brockton, Mass., have protested against the unfair competition of transient vendors, especially during the Memorial Day season. They request that licenses be refused from May 15 to May 31. The petition was signed by W. W. Hathaway, Jahn the Florist, Brockton Public Market, Belmont Flower Shop and West Elm Flower Shop.

F. H Woodruff & Sons are to establish a large addition to their seed warehouse at Milford, Ct.

Delay the Florist, now on Riverside Ave., Medford, Mass., has leased the store which has been occupied by William F. Leahy at 24 Main Street for many years.

Mr. A. Didge, Jr., has been appointed New England representative of the D. A. Bartlett Co., the tree surgeons of Stamford, Conn. His office is to be in Boston.

### WILD FLOWER SHOW

People in Boston are still talking about the wild flower and fern show at Horticultural Hall, one of the greatest events of the kind ever held in the city. The show was attended by 82,923 persons, the largest day's attendance being 12,750.

Edwin H. Lincoln, of Pittsfield, Mass., who exhibited several hundred photographs of native New England flowers, was awarded a gold medal by the Massachusetts Horticultural Society. Mr. Lincoln has been photographing wild flowers for twenty years, and has accumulated probably the finest collection of photographs in the world. The collection shown in Boston was purchased by the Boston Public Library, the Atheneum Library and the Natural History Society.


# Rush Orders Rushed

CALIFORNIA PRIVET

3-4 ft.—6 branches and up—$100 per M.
2-3 ft.—4 branches and up—$65 per M.
2-3 ft.—2 branches and up—$60 per M. $500 per 10 M.
18-24 in.—3 branches and up—$45 per M. $350 per 10 M.
6-12 in.—$12.50 per M.

BARBERRY THUNBERGII

12-18 in.—3 yr. Hedge Plants—$25 per C.
6-12 in.—3 yr. Hedge Plants—$15 per C.
12-18 in.—1 yr. Seedlings 1 branch and up—$40 per M.

All stock quoted is dormant and ready for prompt shipment.

**C. R. Burr & Company**
**Manchester, Conn.**
Phone 281.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

Vol. XXXV MAY 25, 1922 No. 10

## THE TALK OF THE TRADE

There will be plenty of business for Memorial Day. The first of the week flowers were moving slowly, but the call for plants was heavy. Apparently potted material is going to be very much in demand and in my opinion the future of Memorial Day from the viewpoint of the grower rests with plants in pots. People buying for cemetery use want something that will last. That is one reason why they turn to prepared wreaths. Give them an ample supply of potted plants in good condition at a fair price and the call for them will increase faster than the growers can keep up with it.

There are none too many hydrangeas or potted roses. The stock of these plants was pretty well cleaned Some growers have hydrangeas not up at Easter and on Mother's Day. yet in flower. Good roses have been hard to find. There is no over-supply of geraniums in flower. Some are offered in bud but buyers want blooms at this time.

It is to be hoped that few members of the newly formed New England Florists' Alliance will adopt the plan of one man. This man paid in his money, and then, according to reports, promptly reduced the pay of his employees sufficiently to cover his assessment. Naturally this arrangement has not tended to create harmony in the establishment.

Flower seeds vary remarkably in quality, a fact which is not always borne in mind. All too often the price is the first consideration when it really ought to be the last. Most men who grow pansies commercially have learned this fact, and are willing to pay what seems like a high price for seeds from strains which they know will give good flowers on long stems and in desirable colors.

The same point holds good with other seeds. An example in point has been established by the W. W. Edgar Co. in Waverley, Mass. Last year Mr. Edgar grew some very good salvias out of doors, and saved some of the seed. This year that seed was planted and germinated almost a hundred per cent better than any other salvia seed which he planted. Few flower growers are in a position to attempt the home growing of seed, and probably wouldn't get very far if they did, as the big establishments know how to handle this business much better than the average florist. At the same time an experience like this emphasizes the fact that there is a very wide difference in the quality of the seeds, one which may mean many dollars of profit or loss in the long run.

The only good showing of astilbes which I have seen this year was in the store of Julius, the Florist, in New Bedford. These were very fine plants of the Queen Alexandra variety, just such plants as we used to have in abundance at Easter time. Mr. Julius had hoped to have them ready for the Easter trade this year, but they did not come along fast enough, even though Easter was late.

After visiting Mr. Julius's store I



New Begonia Frau Helen Harms

was prompted to make a few inquiries, and found that a considerable number of growers here and there are building up a stock of astilbes, with the expectation of having them for future Easters. It seems quite possible that these plants will again be seen in our markets, although never at such a cheap price as when they could be purchased abroad where labor is much lower.

Tailby & Son, of Wellesley, Mass., are getting together a fine lot of Godfrey callas for Memorial Day. Mr. Tailby grows them in pots, and has 500 handsome specimens. He believes that there will be a good demand for these potted callas before the 30th.

Few growers in New England produce a greater amount of Asparagus plumosa and Asparagus sprengeri than A. S. Lake, in Wellesley, Mass. Mr. Lake has been very successful with these crops, and has learned also how to make the benches do double duty. After the sprengeri has been cut down pretty well, he uses the space between the rows for growing sweet peas, stocks and centaurea. Unfortunately he cannot pursue the same tactics where plumosa is grown, as this crop is shaded.

## MARKET HOUSE SITES

### Considered by Stockholders of Boston Markets

A meeting of the stockholders of the flower markets in Boston was held at Young's Hotel last Saturday night to consider the question of a new site for building or leasing. About 70 were present with William N. Stickel in the chair.

Mr. William Elliott was called upon as chairman of the committee and told of the different sites inspected. He said all but 7 had been rejected. These 7 were submitted to those present and a vote on them taken. It was shown that there was no unanimous choice, sites in several parts of the city being favored. The prices for the lots with the buildings ranged from $250,000 to $500,000. The whole matter of selecting a site was finally left with the standing committee, to be reported upon at another meeting a little later.

In order to ascertain how much money could be raised blanks were passed and 50 of those present signed, pledging altogether $454.50. It was pointed out by Mr. Thomas Roland that this was really an investment, with the owners as the tenants. The meeting was adjourned subject to call.

## SWEET PEA EXHIBIT

### Show To Be Held in Boston Promises To Be of Unusual Interest

Much interest is being shown in the fourth annual exhibition and convention of the American Sweet Pea Society, which will be held at Horticultural Hall, in Boston, June 24 and 25. The exhibition will be a joint one in connection with the Massachusetts Horticultural Society, and for that reason an especially fine exhibit of sweet peas is anticipated. It will be doubly interesting to the public because the usual June Rose Show of the Massachusetts Horticultural Society will be held at the same time. The combination will undoubtedly attract a great many people.

Secretary William Gray of the Sweet Pea Society says: "I believe the sweet pea show could be made one of the finest exhibitions of the year. I would like to see a summer show on this side take on the importance that is given such shows across the water—a show that will develop the amateur spirit in this country. I believe that the Horticultural Society which will encourage a show of this kind will be doing a great work for the promotion of horticulture.

"Boston, being the logical place to hold such an exhibition in New England and also by reason of climatic conditions being more favorable for roses and sweet peas than in most sections of the country, there can be full assurance that such a show would become in time a great feature if proper support and publicity were given. Of course the exhibition would need to be continued from year to year, and I am sure that if this hope is realized the American Sweet Pea Society will be a hearty supporter."

The Bulletin and Schedule of the American Sweet Pea Society which recently came to hand contains much interesting material, including an article on "Sweet Peas under Glass," by William Sim an article on "Everybody's Flower," by Edward Jenkins, and a classification of sweet peas made by the Floral Committee. The classification should be of special interest to all growers.

It is to be hoped that florists will take note of Class 25, which provides for the best example of decorative art by florists, a basket, centerpiece or bridal bouquet of sweet peas. The first prize is a silver medal and $15.00, the second prize a bronze medal and $10.00.

At the convention to be held Saturday, June 24, the election of officers will take place, reports will be read and there will be a special report on the trial ground at Cornell University by Prof. A. C. Beal.

## THE NEW BEGONIA FRAU HELEN HARMS

The begonia Frau Helen Harms, being put out by Joseph Breck & Sons Corp., of Boston, is proving its value both indoors and out. This begonia was originally introduced into this country in 1910, and has proved very satisfactory wherever tried. It seems to grow equally well in greenhouses and out of doors. It is a tuberous rooted begonia, with dark green foliage. While the leaves are small, they are produced in great abundance. The flowers, which are borne very freely, are about the size of a half dollar. When the plants are full grown they are eight or ten inches high.

When this begonia is flowered out of doors, the blooms are a clear orange in color, but when flowered under glass are a light yellow. Thus far the stock has been remarkably free from disease, and seems to stand up surprisingly well under long continued wet weather. It may be beaten down by heavy rains and wind storms, but quickly revives.

There is one very unusual feature of this begonia. The strongest sunshine seems to have no effect upon it except to make it grow the faster. Frau Helen Harms was awarded a first class certificate of merit by the Massachusetts Horticultural Society for 1920, and a year later was given a silver medal by the same society.

Private gardeners are finding Frau Helen Harms a welcome addition to their greenhouse stock, and there seems reason to believe that when stock becomes plentiful enough this begonia will be given a warm welcome by retail florists.

Frank Terry, formerly with J. K. O'Brien, the Boston florist, has become eastern manager of the Climax Manufacturing Co., box makers. H. V. Eldrich, who formerly represented the Climax Co., has gone with the Boston Box Co.

Snell and Bronner are enlarging their greenhouses in Mohawk, N. Y., by adding 6,000 square feet of glass.

STANDARD BAY TREES
BOX TREES (All shapes and sizes)
Write for catalog
N. F. McCARTHY & CO.
112 ARCH STREET BOSTON, MASS.

## FLORISTS' AND GARDENERS' CLUB OF BOSTON

At the May meeting of the Florists' and Gardeners' Club of Boston, held at Horticultural Hall on the evening of the 16th, with Pres. Judd in the chair, several new members were admitted, their names being Prof. Clark L. Thayer, Amherst, Mass.; Frank Roberts, 11 Dexter Ave., East Watertown, Mass.; Antoine Blazic, Center St., Jamaica Plain, Mass.; and Patrick A. Lyons, 80 Haven St., Dedham, Mass.

It was voted to have the June meeting take the form of a Ladies' Night, and J. C. Harris, Chairman of the Entertainment Committee, promised some unusual features, including a Swedish Glee Club of 25 voices, and a soloist from the Boston Symphony Orchestra. It was also voted to have the annual picnic in July as usual. Details were left in the hands of the executive committee.

The exhibits were not numerous, but included a new sweet pea shown by James Donald and some handsome Calceolarias shown by Thomas Hill. Mr. Seagrow showed some Marshall strawberries grown under glass in six inch pots. He said that he had made his first picking a week previous, and had strawberries measuring four inches, with fourteen fruit to a pot.

The speaker of the evening was Prof. Harold Tompson, of the Market Gardening Experiment Station at Lexington, a branch of the Massachusetts Agricultural College. Prof. Tompson reviewed the work of the station, and gave much interesting information about vegetable growing. In his introductory remarks he said that he favored more practical training for boys who are going out of the colleges. Some graduates don't know enough to harness a horse, having had no farm training.

He spoke of the food value of vegetables, and said that the value of vegetable products in New England amounted to $15,000,000 a year, according to the census, but in reality was much greater. He spoke of experiments being made with asparagus, a thousand plants being grown and careful records of each plant kept. The best producers were then taken, separated and planted in a new location, to see whether the trait of high productivity was inherent or due to some special causes. They were able to get asparagus at the rate of seven tons per acre from some kinds, and only two tons from others.

Experiments are being made with John Baer tomato seed obtained all the way from Canada to the southern states. They use John Baer because that has the widest range of any seed which they could find. According to Prof. Tompson fifty per cent of the vegetable gardeners' troubles begin with the seed. He recognized the seedsmen were doing their best but labored under many difficulties. He said that in many instances it had been worth while for vegetable growers to produce their own seed.

In discussing the matter of fertilizers Prof. Tompson said that it was on record that manure used on a field in 1876 was still showing effects, none having been applied since. Some of the market gardeners have never used commercial fertilizers, even though doing a business of from $25,000 to $150,000 a year. Manure on a large place costs from $2,000 to $4,000 a year, in addition to the expense of hauling. Prof. Tompson advocated the addition of acid phosphate to manure, using fifty pounds to a cord or twenty-five pounds to a ton. He said the best way to handle the manure was to make a wide pile with straight sides and a flat top with a hollow to hold water. The acid phospate could be spread over each layer as the pile was made. It helps to prevent the escape of ammonia. Even refuse vegetables of all kinds spread over the top of a manure pile will help to accomplish this purpose. Turning, although commonly done, tends to release the ammonia. One log grower near Boston has a mechanical beater which reduces the manure to very fine particles.

Speaking of cover crops Prof. Tompson said he liked timothy and clover. Rye is good when the land is kept working most of the time. Red clover is good on sweet soil and alsike for soil which is more acid. The new annual clover called Hubam promises well.

Lime is needed for vegetable growing. On Long Island cabbage and cauliflower is kept growing on the same ground without much loss from clubroot by using heavy applications of lime each year.

The interesting information was given that spinach had been found to winter over well on new ground, while it would not do so on old ground. The same result has been found in the case of veitch and clover. The explanation is a little uncertain, but he believes it has to do with the amount of available phosphoric acid in the soil.

Special experiments were being made, Prof. Tompson said, looking for the eradication of plant pests. This season special attention was being given to the squash vine borer. He thought that it was a help to plant squashes after the 10th of June. Prof. Tompson brought out the fact that much time was required to get accurate results and that he was cautious about making statements which had not been checked up for several years.

Prof. Tompson was given a rising vote of thanks at the close of his talk.

## TO CUT OUT LAUREL

### Carbone, Inc., of Boston, Not to Handle This Material After July 1

Much interest has been created by the announcement that Carbone, Inc., one of the biggest florist concerns in New England, has decided to abandon the use of laurel in its decorative work, and that it also will cease to sell Mayflowers. This decision came about as a result of the agitation over the threatened extinction of the wild growth of New England. The Legislature failed to pass the bill asked for to prevent the commercializing of the Mayflower, but the Carbone Co. decided that public sentiment was against the sale of these flowers, and so gave them up.

Then came the question of laurel, which is, of course, a very much more important item. All florists use great quantities of this material, tons of it being employed at the Carbone store in the course of a year. This store, however, caters to a Back Bay clientele, made up largely of people who have joined the newly formed society for the preservation of wild flowers and who heartily approve the action taken. The date for beginning the innovation was set ahead because orders had already been taken for work during June which involved the use of laurel.

Undoubtedly the Carbone Co. is the first concern in the country to take such action as that stated, and florists everywhere will watch with interest to see how it solves the problem thus presented. The Carbone Co. has decided to make the experiment for a term of five years, and believes that in the meantime it will have learned how to obtain and use other materials equally satisfactory. It plans to utilize the products of evergreen trees, magnolias from the south, and other such foliage as can be obtained without permanent damage being done to the country's native plants.

# —HORTICULTURE—

Established by William J. Stewart In 1904

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EDWARD I. FARRINGTON, Editor



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SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**Memorial Day.** Even the undertakers are taking advantage of Memorial Day opportunities to stock up on wreaths. It seems curious to see an undertaker's window filled with these offerings, and we are moved to wonder what the ultimate result of the tendency in this direction is going to be. This year wreaths are being sold, not only by department stores but in grocery stores, fruit stores and on the sidewalks, and, of course, there are also scores of temporary stores taken for no other purpose.

This sort of thing means sharp competition for the florist. We fear it means that the Memorial Day trade is slipping away from the florist altogether, or at least in large measure. The number of prepared wreaths disposed of outside legitimate trade avenues is almost unbelievable. It is impossible to say to what extent natural flowers would have been purchased if the artificial materials were not available, but, without question, substituting has meant a great loss to the grower. This loss is not only actual but potential. In other words, it is cutting down the opportunity for legitimate expansion.

Now if people get into the habit of buying artificial material for Memorial Day, who is to say that the practice will not spread to other occasions. In fact, attempts have been made to introduce artificial goods at Christmas. There is great danger here, and we believe that before long it will have to be recognized and dealt with in some vigorous way.

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**Mother's Day Prices.** It is a very significant action which was taken by the florists of Hackensack, N. J., in announcing that they were going to boycott carnations because of the increased price for Mother's Day. These Hackensack florists prepared an advertisement urging that roses and sweet peas be used in the place of carnations, and informed the reporters that the wholesalers were advancing the price from four cents to twenty cents each. Here is the way one paper framed the item:

> "New Jersey florists assert that commercializing the observance of Mother's Day by the wholesale dealers would make it necessary for them to charge thirty-five to forty cents for each carnation, which they believe is more than their customers want to pay."

It is unfortunate that situations like this should arise. Every year the papers throughout the country harp upon the high prices of the carnations sold for Mother's Day observance, and intimate, sometimes guardedly but more often in pointed language, that the florists are rank profiteers. It is a question whether the bad effect of such publicity is not offsetting all the gain which comes to the florists from the extra Mother's Day business. It is exceedingly detrimental to the trade to have the impression get abroad that florists seek to gouge the public at any time of the year. It reacts upon the industry through all the rest of the season. Many far-seeing and up-to-date florists recognize this fact and are doing their best to change the situation. One prominent grower in Buffalo, for example, set a price of eight cents on all his carnations, and notified the retailers selling his stock that their price must reflect his charges. The effect of this action was seen in several ways. There were few stores in Buffalo which charged more than $3.00 for the very best grade of carnations.

As a matter of fact, the price was kept down to a reasonable figure to a much greater extent than might be expected under such circumstances throughout the country. And if Mother's Day is to serve the florists to the extent it is capable of doing, a sane policy must be followed.

---

**Quarantine Conference.** The fact that Secretary of Agriculture Wallace was in the chair at the Plant Conference in Washington last week gave a feeling of confidence to all present, unless perhaps to the members of the Federal Horticultural Board. At the conference there was a full and complete discussion of all the points at issue. Everybody had an opportunity to express himself without the fear of being cross-examined or put in an unpleasant position. Secretary Wallace evidently wanted the facts, and all the facts, and was determined to have them. Of course the presence of representatives from England and Holland gave additional importance to the conference. All that can be done now is to await the results, but there is a general disposition to believe that the Secretary of Agriculture, being a fair minded and broad gauged man, will deal with the matter in a way to meet the approval of all concerned, even though it may not coincide exactly with their desires.

## BEDDING PLANTS --- WELL ESTABLISHED

**HELIOTROPE CENTEFLEUR**
3-inch, $8.00 per 100, $70 per 1000.
4-inch, $20.00 per 100.
5-inch, $50.00 per 100.

**ACHYRANTHES. Brilliantissima and Panache de Bailey.**
2¼-inch, $5.00 per 100, $40 per 1000.
3-inch, $7.00 per 100.

**ALTERNANTHERA. Aurea nana (green), bushy stock. Brilliantissima (red).**
2¼-inch, $5.00 per 100, $40.00 per 1000.

**CALADIUM esculentum.**
4½-inch, $15.00 per 100.

**SALVIA. America, Bonfire, Zurich and Splendens.**
2¼-inch, $5.00 per 100, $40.00 per 1000.
3-inch, $7.00 per 100.

**MARGUERITES (White Daisy).**
4-inch, $25.00 per 100.

**AGERATUM Fraseri.**
2¼-inch, $5.00 per 100, $40.00 per 1000.
3-inch in bloom, $10.00 per 100, $80.00 per 1000.

**COLEUS. All varieties.**
2¼-inch, $3.50 per 100, $30.00 per 1000.

**CANNAS.**
3-inch, $10.00 per 100, $90.00 per 1000.

| | |
|---|---|
| King Humbert | Hungaria |
| Queen Helen | Venus |
| G. Gumpper | Wyoming |
| Louisiana | Gladiator |
| City of Portland | Meteor |

**PARLOR IVY. Good Stock.**
2¼-inch pots, $5.00 per 100, $40.00 per 1000.

**VINCA variegated.**
4-inch, $25.00 per 100.

**SNAPDRAGON. Nelrose and Silver Pink.**
3-inch, $15.00 per 100.

ALL THE ABOVE STOCK IS NOW READY FOR SHIPMENT

## A. N. PIERSON, Inc., Cromwell, Connecticut


### "ARE WE DOING OUR PART?"

#### Mr. Penn Writes About Advertising And Publicity

The writer recently read an article by A. D. Lasker, Chairman of the United States Shipping Board, who quoted the following: "Advertising is an American product and we are the only nation on the face of the earth that knows how to advertise. Advertising as we understand it today is a comparatively new product, no older perhaps than twenty-five, and I place that limitation upon the life of present day advertising in order that I may gracefully say that I have had the wonderful opportunity of seeing it develop from mere type on white space to its present position."

The above paragraph struck a peculiar thought in my mind as applied to florists and floral advertising except that we have developed our own in the few short years since our national campaign started. It is masterful in its entirety the progress we have made during the past five years when we consider our own development in this direction from many standpoints, namely:—when scanning our lists of contributing members to note the names of many who originally felt it was an unnecessary essential to help the sale of flowers but who now have acknowledged their error and contribute and boost also,—then the type who realizes the importance of selling more flowers now and considers that of late years we have forgotten the gluts we used to hear about so frequently also the numbers of campaigns started locally after noting the success of other centers, so all in all, it is most pleasing to note our progress in this direction.

We hope some day to treat our advertising with words of instruction how to use and keep flowers—how to grow and keep flowering plants—how to properly remember friends and relatives when telegraphing flowers to distant cities, so that our future advertising will consist of more constructive activity in the sale of more flowers.

The improvement in the kind of advertising we are all doing today is so marked that our trade as a whole is benefiting daily in the successful strides made in this direction. The florists of the west benefit by the progress made by his brother in the east as does the florist in the north by his brother in the south, thus the entire business profits in the general success.

Now the only feature that seems lacking in this entire march of progress is the need of more funds to keep our national program activities on the move. We are doing very well for the amount we receive but we should have a greater number of subscribers to our fund to show real results that will advance the still further sale of more flowers to the buying public by continually reminding them that every day is a flower-buying-day.

This can and will be accomplished when we all contribute to the national fund.

So keep our good work moving and let each of us do our part in its maintenance.

HENRY PENN,
Chairman, National Publicity Campaign.

### LANCASTER COUNTY, PA., FLORISTS' ASSOCIATION

The May meeting was held in the work room of the W. B. Girvin establishment after an inspection of the vast area of glass. Roses and carnations constitute the main crop of cut flowers, but there is a general assortment of other stock to supply the stores of Reading, Lancaster and suburban towns.

The speaker was Mr. Holdridge, who is crop pest adviser for the Department of Agriculture of the Bureau Plant Industry of Harrisburg.

The June meeting will be in the form of an automobile run to visit the H. A. Dreer establishment at Riverton, N. J. The date of this run will be decided by Mr. J. D. Eisele, manager at Riverton, as we will want to see all that can be seen in one day.

An invitation was extended by the Reading Florists' Club to join them in a picnic in July; the invitation was accepted and our own picnic postponed until some time in August.

The Secretary was instructed to write a letter to Mr. John Young asking that the S. A. F. make an effort to get the present exorbitant express rates modified.

Mrs. M. J. Brinton was elected to membership in the Association.

Mr. Holdridge presented the members present with bulletins on Snapdragon Rust and the Chrysanthemum Midge, the meeting adjourning about 9 p. m., when the run back to Lancaster was made in one of the several driving rains we had at intervals the past twenty-four hours.

ALBERT M. HERR.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

Apparently this is going to be a big year for peony growers. Even the florists are planning for a larger sale of cut blooms than in the past. The popularity of the peony is growing as fast as that of any flower. Especial interest is being manifested in the novelties, one of the best of which is President Wilson, a peony which aroused much interest and enthusiasm wherever shown last year. This peony is a large, soft rose pink, changing to shell pink, with curved petals, and is very fragrant.

Another introduction is Katherine Havemeyer, with broad, rounded, flesh pink guard petals, somewhat notched at the ends, with center petals that are narrow and fringed. This also is highly perfumed. Both these peonies are introductions of the Cherry Hill Nurseries at West Newbury, Mass.

Rosette, introduced by Desert, is an early mid-season peony of much value. It is a delicate shell pink in color, illuminated with salmon pink at the base of the petals. Another good new one is Jeannot, also from the hands of Desert. This peony has cup-shaped flowers of soft shell pink, with a slight lavender tint, and with salmon pink lights at the base of the petals.

Mr. A. B. Franklin of Minneapolis has introduced a number of excellent new varieties, the best being perhaps Mabel Franklin.

While the newer peonies are constantly winning favor, the old kinds are not being overlooked. There are few of the old timers which are not readily surpassed. Duchesse de Nemours is one of these. While introduced in 1856, it is still of good form and will be grown for a long time.

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I have been interested in a note on keeping roses published in Gardening Illustrated. The writer tells about budding such varieties as Dorothy Perkins, Hiawatha and Minnehaha on tall briers from six to nine feet high, pruning the plants so as to obtain a growth in umbrella shape reaching to the ground. Oftentimes wire trainers are used, the shoots being tied in place and kept at an equal distance around the tree. The wires are also a protection against severe winds which might easily blow the heads off so tall a stem.

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Would that every city had an institution like the Brooklyn Botanic Garden. This institution is of tremendous value to the horticultural industry, as it helps to create a wider appreciation of the flowers and a better knowledge of the way in which to handle



Peony Duchesse de Nemours

them. It carries on classes throughout the year in which anybody with a common school education can obtain practical instructions on botany, propagation of plants, the handling of flowers in the greenhouse and outside, and the like. Trips are made to nurseries, private places and other gardens once a month. Garden plans and floral decorations are studied at first hand. Lectures are given by well-known men in the horticultural world, and an opportunity offered to get in touch with the leaders in the profession.

In addition the Garden co-operates with the local schools, members of its staff give lectures to the pupils, and open the greenhouses for classes from the schools. It sells many packets of seeds and supervises home gardens. It has a course of instruction in the making and management of children's gardens and in nature study. Likewise it has courses for teachers, and altogether offers educational features seldom found in any institution outside of a college.

## ORIGIN OF THE RAMBLER ROSE.

Many of the newspapers have been attributing the origin of the Rambler Rose to the late Michael H. Walsh, of Woods Hole. The mistake is corrected by Walter Austen, of Dorchester, who writes as follows:

No one knows the origin of the Rambler Rose, but it was first obtained by and brought out and put upon the market by Turner of Slough, Eng. Slough is one mile distant from Stoke Pogis, where the poet Gray is buried. Turner himself first saw it in a cottager's garden in Scotland and, being a florist, was naturally attracted by it and purchased it of the old lady who inhabited the cottage, took it to his nursery at Slough, propagated others, and sold the first consignment in London under the name of "Turner's Crimson Rambler." This was the first instance of its origin on the market, since when many sports, such as Dorothy Perkins (pink, white, yellow) and others have sprung from it through sports and crossing. I mention these facts not to in any way detract from the deceased the many honors he may have acquired as a rose grower to which he doubtless was worthy, but to put you right on the face of the origin of the Rambler Rose, as I feel sure you would not deprive the "introducer" of the honor it brought him, and to whom the honor should belong.

WALTER I. AUSTEN.


**A NEW BOOK**

"INTENSIVE STRAWBERRY CULTURE"

Written by an expert of 10 years experience.

Designed especially for people with small holdings and yet not to be overlooked by the big grower. Gives the most approved methods of handling strawberries for large crops and quality fruit.

Write for free prospectus or send $1.00 for the Book.

**Louis Graton**

WHITMAN, MASS.


## EXTERMINATING RATS

In connection with the crusade for the extermination of rats in this country it is interesting to observe that in different countries different methods are employed to destroy these rodents. An interesting method is described in the Queensland Agricultural Journal, which is as follows: "Put down a tempting bait and surround it with a ring of caustic soda. Outside the ring of soda place a ring of wet rags or bags. The rat, to reach the bait, must walk over the wet bags, and so wet its feet. He then walks over the caustic soda, which, of course, burns him. He will next lick off the irritating substances, and becomes a dead rat. The same procedure may be adopted at the main entrance to a rat's tunnel. Close up all the holes possible, and put wet rags at the entrance, and soda outside, and then the bait."

## HOFFMAN'S BIG WINDOW BOX JOB

Probably the biggest job of window box decoration that has been done in New England this season, unless possibly it is that of Filene's store, is the Copley Plaza Hotel. Hoffman the Florist has been doing this work for the past seven years. This season he used 840 plants, mostly arborvitaes and junipers, from Little Tree Farms in Framingham. The cost of this work was $800. Of course a few trees will have to be replaced, but the general planting is expected to remain in good shape until next spring. These window boxes filled with evergreens add notably to the appearance of the hotel, and have been much commented upon.

## CHRISTENSEN GREENHOUSES SOLD

The greenhouses of Andrew Christensen at Stoneham, Mass., have been sold to Joel Whittemore, who will continue to grow carnations therein. Mr. Whittemore is a thoroughly experienced carnation grower, having been associated with his father, Henry J. Whittemore, for a number of years. There is no doubt but what he will make a distinct success. Mr. Christensen is giving his attention to his new enterprise in Reading, where he is building greenhouses and lay-

## GOLD MEDAL FOR DOUGLAS ECCLESTON

The many friends of Douglas Eccleston, superintendent for A. C. Burrage at Beverly Farms, are pleased to learn that he was awarded a gold medal at the Massachusetts Horticultural Society as a result of his work in setting up the recent wild flower show. Frederick Pocock, his able assistant, received the Appleton gold medal at the same time.

## PEONY PHOTOGRAPH CONTEST

The Mohican Peony Gardens at Sinking Springs, Pa., have adopted an unusual advertising plan by means of which they should greatly increase the number of photographs available for their catalogue. They announce a prize contest, open to all who purchase peonies from them. They ask for photographs of peonies growing in gardens unsent. The prizes consist of peony roots to the value of $50, $30 and $15.

## NEWS NOTE

William Wunderlin and Raymond Emory have leased the No. Jefferson Street greenhouses at Hartford City, Ind.


**MICHELL'S FLOWER SEEDS**

CINERARIA

| | Tr. Pkt. | Tr. Pkt. |
|---|---|---|
| Grandiflora Prize, dwarf | $0 60 | $1 00 |
| Grandiflora Prize, med. tall | 60 | 1 00 |

PRIMULA CHINENSIS

| | | |
|---|---|---|
| Alba magnifica | 60 | 1 00 |
| Chiswick Red | 60 | 1 00 |
| Duchess | 60 | 1 00 |
| Holborn Blue | 60 | 1 00 |
| Kermesina splendens | 60 | 1 00 |
| Rosy Morn | 60 | 1 00 |
| Prize Mixture | 60 | 1 00 |

PRIMULA OBCONICA GIGANTEA

| | Tr. Pkt. | 1/32 Oz. |
|---|---|---|
| Lilacina, blue | $0 50 | $2 00 |
| Kermesina, crimson | 50 | 2 00 |
| Rosea, pink | 50 | 2 00 |
| Alba, white | 50 | 2 00 |
| Hybrida Mixed | 50 | 1 50 |

PRIMULA OBCONICA GIGANTEA Monster Strain

| | Tr. Pkt. |
|---|---|
| Extra large flowering | |
| Apple Blossom, soft pink | $1 00 |
| Kermesina, deep crimson | 1 00 |
| Plathii, deep rose | 1 00 |
| Rosea, pink | 1 00 |
| Mixed Colors | 1 00 |

**MICHELL'S SEED HOUSE**

518-516 MARKET STREET

PHILA. PA.

RAIN WHEN YOU WANT IT



If it wasn't for this Quick Acting Coupling with its square shank and socket, portable lines would be a whale of a job to move. A patented exclusive Skinner System feature.

*How to Say "Boo" To the Dry Weather Bug-a-Boo*

You would call a man a fool who tried to sell you a trouble maker.

But supposing he turned around and offered you a **trouble saver** and **money maker** combined; then how about it?

Suppose he could show you how you could snap your fingers at dry weather and still have a better crop than you ever had, and less work and worry.

Say, would you be interested? Well that's just the kind of a trouble saver and money maker the Skinner System is. A 100 foot Portable sectional line costs so little as $39.75. 200 foot only $79.75.

**The Skinner Irrigation Co.**

507 CANAL STREET TROY, OHIO

SKINNER SYSTEM OF IRRIGATION

# ADVERTISING AND SELLING

The concern known as L. C. Fields, the Florist, of Kansas City, Kans., is probably the only one in the trade which gives a bond guaranteeing the quality of its stock. It is a plan which has brought a vast amount of advertising, and has done much to build up the business. Every box of flowers which goes out contains this bond, which is a nicely prepared piece of paper, with an attractive border, reading as follows:

FIELDS
GUARANTEED FLOWER BOND

If these flowers are not satisfactory in every respect, they will be replaced with other flowers or the money will be cheerfully refunded.

L.C. Fields.

It was last Christmas that the Fields people began putting out these bonds. They were enclosed in all boxes in which Christmas flowers were shipped. According to Robt. Fields, now in charge of the business, only six comebacks were reported, and he was very glad to make good in each case. One shipment of flowers had been frozen on the way. In another a pot had been broken. In a third the plant itself had been broken. In two others the flowers were said to be wilted, and in the sixth the plant was in an unhealthy condition because kept too long without watering. Complaint in each case was made by telephone and replacements were delivered at once. Now of course every reliable florist wants to make good if he has an opportunity. Mr. Fields considers that this bond brings the opportunity to him because having received it the customers are almost certain to take advantage of it. It offers an opportunity for the person who receives the flowers to make the complaint without notifying the giver, in case the flowers were a gift. A recipient of a flower remembrance might hesitate to tell the donor that they did not arrive in good condition, but will make such a complaint direct to the florist.

The bond also works well with flowers which are sent for funerals. It invites close scrutiny from whoever opens the box, and in case of mistakes or lack of quality it may be possible to make the proper corrections immediately and before the flowers are needed. The use of the bond creates a feeling of confidence in the Fields establishment, and according to Mr. Fields the public has not abused the bond. In very few cases has there been any attempt to impose upon the florist as a result of this offer. One other point is well worth attention. The employees of the store realize the importance of having every shipment of flowers in perfect condition, and thus are encouraged to throw all wilted stock or what is not in first class shape into the trash pile.

Naturally the Fields concern has taken advantage of the opportunity to make the bond of advertising value. It has used newspaper space liberally. In fact no other florist in the community has used as much space by fifty per cent. Quarter pages are common with the Fields, and at Easter time a full page is used. Results have been shown in a great increase in the volume of business within the past few months.

## "INTENSIVE STRAWBERRY CULTURE"

Mr. Louis Graton, who is well known among strawberry growers as the originator of the St. Martin strawberry, has just issued a little book called "INTENSIVE STRAWBERRY CULTURE," which contains a great amount of exceedingly valuable information about the growing and marketing of strawberries, based upon his personal experience lasting over many years. This little book should be of interest to every strawberry grower, whatever the size of his enterprise, but is especially valuable for the small grower. In fact it was for the man with only a small amount of land that it was written. Inasmuch as it describes the methods which Mr. Graton himself has followed, it will be read with particular interest by those who know of his success. It costs $1.00 and can be obtained from this office or from Mr. Graton direct.

Otis L. Bullock, of Mishawaka, Ind., has purchased the plant of the Attice Floral Co., which has been owned by W. H. and Earl F. Francis for the past two years. Mr. Bullock was formerly employed in the Vaughan Seed Store, in New York City, and has taken courses in horticulture at both Cornell University and Illinois University.

## FORCING AND GROWING BULBS

Lilies merit cool treatment until well rooted. Then letting them get gradually warmer will spell success, where failure results from pushing them too fast. If dug too early a higher temperature exists than when fully developed, and if much care is not taken, spongy bulbs and poor lilies are the result.

Several years ago gladioli were forced, and failure was the rule because they must have a cycle of rest. Growers planted early and few spikes were cut. When the bulbs were kept cool until well into January, then put into a warm temperature until February, success followed.

Hollanders as a rule laugh at American grown Holland bulbs. **"It can't be done."** The time is not far off when our Holland friends will get awake.

We have forced American grown Emperor, Victoria, Barri, etc., for some years and we never had anything superior to our own Emperors, Victorias, etc. this year. As they are now blooming in the field, about every nose has a bloom or bud. A few Hollanders are watching our trials and have been disillusioned as to "It can't be done." These men are alive to the probable future, and if Q. 37 puts on the "index" narcissi, etc., they will come over well informed and ready to make a "can-be-done" success.

Tulips, hyacinths, etc., will be in the same class.

Since the days of Pitcher & Manda I have kept in touch with trials at bulb growing on this side. They were not failures but wrong methods or lack of capital compelled the growers to discontinue their work.

C. BETSCHER.
Dover, Ohio.

## GENERAL NEWS

Mr. D. W. Davis has opened a new flower store on East Front Street in Berwick, Pa. The store is handsomely finished in moss green, and has extra large display windows. There is a conservatory at the rear of the store, with concrete benches.

Alfred G. Bennett has opened a new florist store at 19 Sutthim Road, Jamaica, N. Y.

An office building and packing house is being erected by the Rhinebeck Floral Co. on the Astor property at Rhinebeck, N. Y.


# ROSES 2½-inch

AMERICAN LEGION

Cerise Red Seedling. Grafted, $30.00 per 100; $250.00 per 1000; Own Roots, $25.00 per 100; $200.00 per 1000.

ANGELUS. New White.

Seedling Columbia x Ophelia

| | 100 | 250 | 1000 |
|---|---|---|---|
| Own Root | $35.00 | $ 87.50 | $300.00 |
| Grafted | 42.50 | 104.25 | 375.00 |

| | Own Root | | Grafted | |
|---|---|---|---|---|
| | 100 | 1000 | 100 | 1000 |
| Pilgrim | $15.00 | $140.00 | | |
| Crusader | 15.00 | 140.00 | 30.00 | 240.00 |
| Mme. Butterfly | 14.00 | 130.00 | 30.00 | 240.00 |
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## FLOWERING CRABS IN THE ARNOLD ARBORETUM

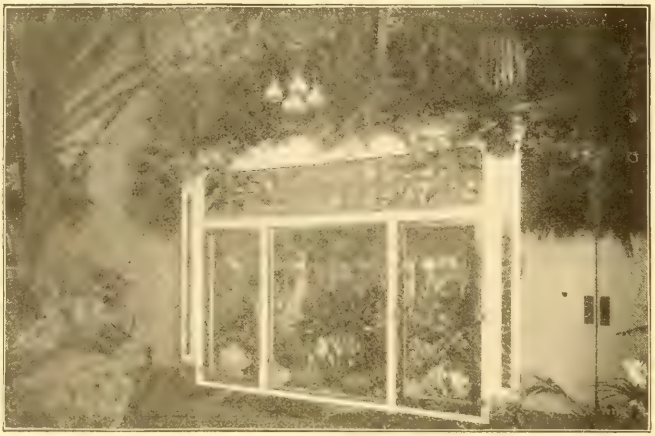
Malus theifera, which is one of Wilson's discoveries in western China, promises to be a good addition to the list of early flowering Crabs. Its long, upright, and spreading, rather zigzag branches make it easy to distinguish at any season of the year; they are continuously studded with short spur-like laterals which bear numerous clusters of flowers rose-red in the bud and pale or almost white when fully expanded. In central China the peasants collect the leaves and prepare from them the palatable beverage which they call "red tea." Malus theifera has now flowered for several years in the Arboretum, the largest plant being in the Peter's Hill collection where it is a conspicuous object.

In the color of its rose-red flowers drooping on slender stalks Malus Halliana with its variety Parkmanii, which has double flowers, is perhaps the most distinct of all Crabapples. It is a small tree with erect and spreading branches which form a narrow, vase-like head, and dark green leaves; the globose reddish fruit is not larger than a small pea. It is well known in Massachusetts gardens, having been sent by George R. Hall, in 1862, to Boston, where it was first planted in Mr. Francis Parkman's garden on the shores of Jamaica Pond. The Parkman Crab is a favorite in Japanese gardens where it is known as "Kaido" and was no doubt imported into Japan from China, where the single-flowered form was found by Wilson.

Malus floribunda, by many persons considered the most beautiful of Crabapples, was introduced into Europe by Von Seibold in 1853 from Nagasaki in Southern Japan. The place where this little tree grows wild still remains unknown, and by some persons it has been considered a hybrid of Chinese origin; more probably, however, it originated on one of the high mountains of Kyushu. Japanese botanists and nurserymen confuse it with the Parkman Crab, and Wilson did not find it in Japanese gardens. It is a broad, round-topped tree-like shrub sometimes twenty-five feet tall, with stout branches and slender, arching and pendant branchlets. The clusters of flowers are white when fully expanded and are rose-red in the bud, and as they open in succession the two colors make a handsome contrast. The fruit is about the size of a pea, yellowish or yellowish-brown. On some plants it falls in early autumn and on others it remains on the branches during the winter or until devoured by birds, who find it one of their most palatable winter foods.

Malus floribunda rarely fails to produce abundant crops of flowers and in this climate has proved to be one of the most satisfactory and reliable of all the arborescent shrubs or small trees which have been planted in eastern Massachusetts.

A hybrid between M. floribunda and probably M. robusta appeared here among a lot of seedlings of M. floribunda in 1883 and has been named M. arnoldiana. It has the habit and abundant flowers of M. floribunda, but the flowers and fruit are nearly twice as large as those of that plant. It is a handsomer plant than M. floribunda, distinguished by its long arching branches, and one of the most beautiful Crabapples in the Arboretum.



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# FLOWERS FOR FUNERALS

## Mr. B. F. Letson, of Carbone's, Boston, Gives Valuable Points Regarding Them

There are many ways in which florists and undertakers can work together, a fact which is appreciated by the latter as was shown at the recent convention of morticians, when Mr. Birket Foster Letson, of Carbone's, Boston, was asked to present a paper on Funeral Flowers.

Some of the points made in Mr. Letson's paper will be of value and interest to florists themselves. Mr. Letson said, for example, that morticians should discourage the use of set pieces, which are often sent to funerals, but made a distinction between the heavy, coarse pieces and the more artistic sprays, wreaths, crosses and palls.

Mr. Letson continued: "The practice of sending cut flowers is fast dying out in the east, except in cases of very large funerals, where a scheme of decoration is to be carried out. For the ordinary service the sending of cut flowers should be discouraged as it means the sending of vases, etc., to the house, and collecting them later. This always adds to the expense unnecessarily."

Mr. Letson deprecated the practice of renting baskets which obtains in some cities. These baskets are marked to be called for by the florist whose name they bear. This custom offers great opportunities to unscrupulous florists, who sell the basket and then put a card on it saying that it must be returned. He believes such practices should be stamped out.

### Opposes Wax Flowers

Mr. Letson also spoke against the use of wax flowers and prepared wreaths. He said: "I have seen many gravestones ruined by the chemical dye which oozes out of these artificial flowers and wreaths during the damp and rainy weather. It's far better to send a few real flowers, or even a green laurel wreath, than a large tribute of that awful artificial sham, the prepared flower, that suggests something dead and embalmed and then set up for the public gaze."

Speaking of color schemes, Mr. Letson named the following as flowers that go well together: Pinks of all but the violent cerise shade, light lavender, most shades of blue, most shades of yellow, the brilliant autumn colorings, as illustrated by the Primulinus Hybrids gladioli, and the beautiful single chrysanthemums. He spoke particularly of combinations to be had by using yellows and flame colors, combined with the blues of larkspur, or pinks, yellows and blues.

Mr. Letson then told how he made the preparations for funeral decorations. He said:

"My plan of action when called upon to take charge of flowers sent to a funeral service, is to go well equipped with fine wire, or good invisible twine that will not break, plenty of glass push pins (my best friends) because they will hold up almost any piece of flowers if the cord or wire is placed around the pin itself, but never on the glass peg, and, when the pin is removed, no hole is left to mar the woodwork.

### Stands for Flowers

"I also provide myself with the adjustable stands somewhat like a music rack. These in themselves are very ungainly, but a great deal can be done by fastening a spray of flowers on the upright bar of the stand, then a wreath on the rack and tilting at an angle sufficient to show the full form of the wreath. The stands can then be arranged in an artistic manner, being careful of the colors.

"While on the subject of stands, let me suggest that the rack on top could be much improved by being made of one rod just crossing the other, thereby not showing so much iron work. Similar adjustable stands could be made with round disk-like tops forming pedestals on which baskets of flowers could be placed. These, adjusted at different heights, would allow the individual beauty of each piece to show.

"I generally figure to arrive at the house or church in time to receive the first flowers as they come, to get the boxes opened and carefully remove the cards. I then make a general survey of the flowers, being sure to consult the friend of the family



Courtesy New Bedford Standard

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who is generally on hand to take the cards, as to just what flowers are to be put on or nearest the casket. After placing these, I arrange the others in the best possible position, bearing in mind the fact that, unless crowded for room, everything does not have to be jammed together near the casket and that floral pieces show to much more advantage if they can stand apart from each other."

### Keeping Flowers Fresh

In regard to keeping flowers fresh Mr. Letson said:

"It is a very hard proposition to care for the flowers that are received at funerals from a long distance, but, in most cases, with a little care, they will come out all right. In the case of flowers received in very cold weather, it is best always to let them set unopened in the boxes for an hour or so to let the frost, if any has penetrated the heavy wrapping, slowly to come out. But, if the time of arrival is too late, sprinkle well with cold water, as this will absorb the frost and prevent the flowers turning brown. On the other hand, in hot weather it is the air that wilts flowers quickly, and they should be left in the boxes as long as possible.

"It is always a good plan to open all boxes to find out the condition in which the flowers arrive. If any appear wilted, they can be sprinkled with cold water and the boxes closed up at once, and in a short time they will be quite fresh again. Some flowers do not stand sprinkling with water, however, such as sweet peas, gardenias and orchids, as they will spot very badly in a short time.

"Covering flowers of all kinds with light tissue paper and then showering with water is a fine scheme. This can be done after they are arranged, if they show signs of wilt. One of the most important things is to be sure that no direct draft is blowing upon flowers, as it will cause them to wilt very quickly and does more damage than heat."

### Equipping Motor Cars to Carry Fowers

Mr. Letson gave several important points to the undertakers in regard to handling flowers. He said:

"A very good way to handle floral pieces in transport to the cemetery is to have your service motor fitted with a series of racks in sections that will slip into grooves along the sides of the car. These racks can be spaced about eight inches apart and, being in sections, as many as were needed could be used. By this arrangement wreaths and sprays could be laid in close together without fear of the top ones crushing the under ones and a greater number could be carried than by just stacking as is the custom now.

"Another plan that could be used to good advantage is to have a supply of heavy wire hooks, and if your service car has panel protecting slats along the sides, a goodly number of wreaths and sprays can be hung from these and ride very nicely. This would leave room on the floor of the car for standing large pieces which are often sent. As to loading up the top of the casket in the manner of stacking hay, that is not only bad for the flowers, a nuisance to the mortician, but looks bad to the friends and general public that attend funerals."

Mr. Letson pointed out that great care must be taken to remove cards sent with the different pieces, this being done before the service. He also emphasized the need of morticians familiarizing themselves with the names of the different flowers, so that they can write intelligent descriptions on the envelopes that contain the senders' cards.

### Flowers Replace Crepe

Mr. Letson said he did not know who originated the idea of using flowers instead of crepe on the door, but considered the plan a good one. He said that ordering the spray is usually left to the mortician, and that very artistic pieces can be made up with ivy alone, or combined with roses, orchids, violets or sweet peas, according to the taste of the family and the expense to which they are willing to go. At some seasons attractive pieces can be made with pink rambler roses, lilies, pink or white, and small gladioli. He said that morticians should arrange with the local florist to furnish for a stated sum door pieces that are artistic as well as practical as to lasting qualities. He considered the combination of ivy and violets or orchids one which lasts particularly well.


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## George Watson's Corner

"You in your small corner and me in mine."

C. U. Liggit is not worrying about business. He says his business is to make business. He does it too! You ought to see the mile-high pile of checks he sends out the 10th of the month. Really amazing! Miss Freund, his private secretary, is a very courageous lady, and dismisses all the would-be's and shysters without waste of time. I wish I had her nerve. Maybe it's that crucifix I saw hanging by her watch, front of her desk. When one goes out for a good and holy purpose, says the Holy Grail, the immortal spirit inspired within is unassailable by any merely human agency. I'm a Presbyterian myself; but I still carry the lucky bawbee in my pocket, and I won't walk under a ladder if I can help it. And I'm mighty careful what I do on a Friday—if it comes on the 13th. Conan Doyle thinks he knows a lot about the unknowable; but he is not the only one.

Mr. Wilson has given us a very interesting talk on grasses for golf courses in the "Seed World" for May 1. All of it very true, and beyond severe criticism. He is a little bit too harsh on the "real" seedsmen, however. If he will look back thirty-eight years ago, he will find that the Joseph Breck & Sons people in Boston were preaching the very same thing, and even a little more; and all first class seed houses, the world over, have been right in the forefront in the same line. Long before the Washington people got interested in the Agrostis family, the real seedsman knew all about them. And the real seedsman is not so dumb about the Festucas either. The trouble is, so many people call themselves seedsmen, who are not seedsmen at all. A large percentage are just grocers or storekeepers. If Mr. Wilson will take a glimpse at "Barenbrag on Grasses" he will probably be astonished to find that the seed trade has been fifty years ahead of Washington, right along. And probably is yet, for that matter.

Al Campbell comes out and waxes indignant because somebody has accused the florists of being profiteers. Of course they are profiteers. Why shouldn't they be? What are they in business for? The haggle of the market is what makes prices. Get all you can—no matter what they call you. If the horse is on the block—the highest bidder gets him. Then, there comes the glut season, when the amateur country folk bring in outdoor flowers for their city friends and ruin the market. It takes a whole lot of Easter and Christmas prices to make up for that, and your rent goes on just the same.

The American Florist is very nice to Miss Jarvis, and we take our hats off to the gallant and complimentary spirit in which they write of that lady. When Miss Jarvis started it, it was just a piece of ordinary silly sentimentalism, such as all women are liable to indulge in. Every one of the three hundred and sixty-five days of the year is somebody's mother's birthday. Why should we select Miss Jarvis' mother's birthday, any more than your mother's or my mother's birthday. No reason at all, and as I have often said, **"every day is mother's day"**; every one of the three hundred and sixty-five. Never forget her for a day or a minute. Also, give a little thought to old Dad. And Aunty. And sister Kate. Which shows where the whole thing begins and ends. Silly sentimentalism. But the florists saw a dollar looming and, like good business men, they were on the trail right away. I don't blame them. I'm a business man myself. If people want to spend their money, why shouldn't I get my share!

The peony crop will be later than it was last spring, as we have experienced a late, cold, season up to May

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15th. But, from the looks of it, we are going to have a banner crop, the best in many years.

Rosa hugonis is among the first of our Spring Beauties. Some lovely sprays of it were brought in from his home in Lansdowne on the 12th by Samuel S. Pennock, and they were much admired by everyone. Another wonder he handed the fascinated crowd, was sprays of that commercial commodity, the Leucothoe, in bloom. The flowering sprays are terminal, and pure white, about three inches long to the spray—the individual blossoms being small like a miniature canterbury bell. About a hundred of them on each spray, no larger than a pea, and beautifully formed and fringed.

William Kleinheinz, supt. of the Widener Estate at Elkins Park, was one of the favored in getting an invitation to the concert given by the Kelly Street Chorus on the 15th inst. at Witherspoon Hall. The Madame and several other lady friends were in his party. Mr. Littlejohn is a great lover of music, and he enjoyed this wonderful rendition of the up-to-date, and will not soon forget it.

B. J. Dulaney, of the J. Charles McCullough Co., of Cincinnati, was a recent visitor. He booked some good orders, notwithstanding the lateness of the season. The grass seed trade, according to his idea, has come back to its own.

Robert Craig, Sr., arrnved home in Philadelphia, May 14th, from his winter estate in Porto Rico, where he has been sojourning since last October. He reports having had a most enjoyable seven months in this climatic paradise, where everybody is lovely and the goose honks high. After a two days' rest among the home folks he paid us a visit at the great horticultural center of the Universe, the Pennock Flower Market, at 16th and Ludlow and greeted all the boys. Mole street next, then Jersey and other interesting places.

H. H. Battles sailed on Friday, May 12th, for Europe. He could not wait for Sunday (Mother's Day) as he felt that his boys were so well trained they could handle anything, no matter how big. He expects to be in London for some time. He rather likes London. Then Paris. And by and by, Constantinople and—we were going to say Jerusalem—but we fancy he will be more interested in the evolutions in Pomerania. They have a nice breed

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of canines there. Then there is Timbuctoo, to look up. We have talked about that a good deal; but few of us have seen it yet. My argument has always been that the cassowary does not hibernate there— and, being from Missouri I've got to be shown.

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**Florist Specialties**

New Brand New Style
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Furnished in lengths up to 500 feet without seam or joint.

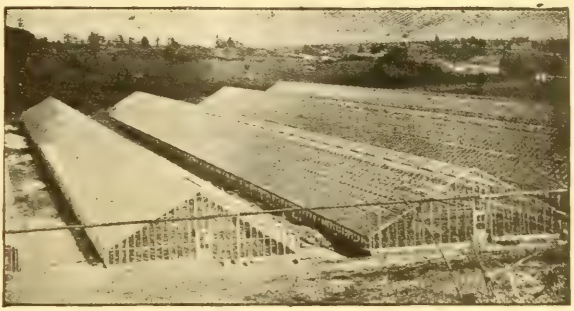
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Couplings furnished free with lengths of 25 feet.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

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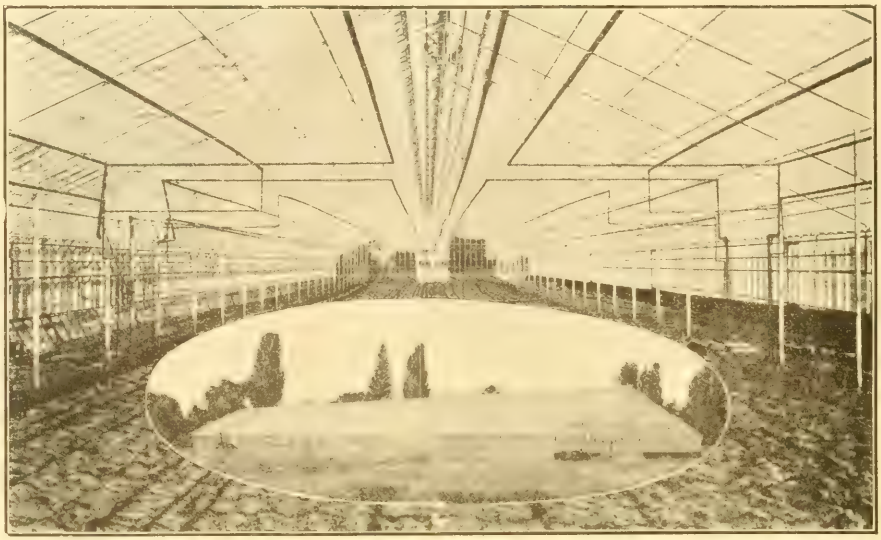
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STANDARD DESIGN FOR KING FLAT RAFTER HOUSES 69 TO 76 FEET WIDE

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Being held firmly top and bottom, the point that would spring is therefore in the middle.

The middle line is just about over the top of the doors at the first gable purlin.

At this point we put diagonal braces extending from the intersection of the first purlin and posts to the intersection of the roof purlins and rafters.

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**June 10, 1922**



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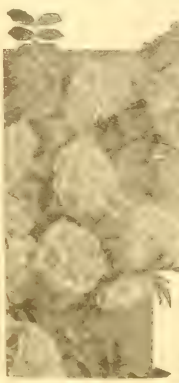
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Price list free

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Long, Medium and Short, in the better varieties, $5.00 to $20.00 per 100.

**DELPHINIUM.** The new and improved hybrids, both light and dark blue. $6.00, $8.00, $10.00 per 100.

Everything in CUT FLOWERS, PLANTS, GREENS, RIBBONS and SUPPLIES.

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The following varieties, each [illegible] out of 3½ inch pots: Empress Scott Key, Crusader, Mme. Ivetteau, Columbia, Premier, and Mignon.

**Prices on application.**

## FERNS

We wish to call particular attention to our fine stock of Ferns which we are offering at this time.

**NEPHROLEPIS VICTORIA** (The Victory Fern). A beautiful [illegible] crested form of Teddy Jr., nice plants, 3½ inch pots, 25c to 35c each; 6 inch, 75c to $1.00 each; 7 inch, $1.00 each.

**NEPHROLEPIS ELEGANTISSIMA.** Large specimens, 10 inch, $4.00 to $5.00 each.

**NEPHROLEPIS ELEGANTISSIMA Compacta.** 3½ inch, 40c to 50c each; large specimens, 8 inch, $2.00 each; 10 inch, $4.00 to $5.00 each.

**NEPHROLEPIS MUSCOSA.** 3½ inch, 40c to 50c each; 6 inch, 75c each; 6 inch, $1.00 each.

**NEPHROLEPIS DWARF BOSTON.** 6 inch, 75c each; 8 inch, $2.00 each.

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**ENGLISH IVY.** Strong plants, 3½ inch pots, with shoots 18 to 24 inches, $25.00 per hundred.

**VINCAS.** Strong plants, 3½ inch pots, $15.00 per 100; extra strong plants, 3½ inch pots, $25.00 per 100.

**DRACAENA INDIVISA.** Strong plants, 6 inch pots, 75c each.

**Packing added extra at cost.**

## F. R. PIERSON, Tarrytown, N.Y.

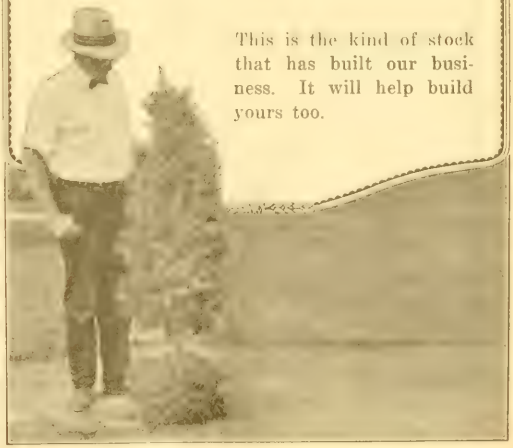
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WYMAN'S

## Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# June is Peony Month

ALL ROADS LEAD TO CHERRY HILL, THE MECCA OF ALL PEONY LOVERS, where HUNDREDS OF THOUSANDS OF THE MOST EXQUISITE PEONY BLOOMS in EXISTENCE MAY BE SEEN IN ALL THEIR WONDERFUL BEAUTY.

COME and ENJOY THIS MAGNIFICENT SIGHT NOT to be FOUND ELSEWHERE.

## Cherry Hill Nurseries

Catalog on request (T. C. Thurlow's Sons, Inc.)

NOT OPEN SUNDAYS WEST NEWBURY, MASS.


### WELCH BROS. CO. BUSINESS TO CONTINUE AS FORMERLY

While the passing of Patrick Welch will be a serious loss to the firm of Welch Bros. Co. in Boston, it will not affect in any way the conduct of the business, which is incorporated, and which will be carried on along the same lines as formerly. The widow and children of Mr. Welch have received condolences from all over the country. Few men in the trade were better known not only in the United States but also in Canada. He will be particularly missed from the Society of the American Florists, where his counsel was always considered of the best. He will be greatly missed, too, by the members of the Horticultural Club of Boston, with which he had long been connected, and of which he was a vice president. Whether it was a convention of the S. A. F. or a dinner of the Horticultural Club, he was always an ideal presiding officer, fair, open minded, and possessing a remarkable fund of parliamentary knowledge.

### FLOWER MARKET SLUMPS

The flower market has experienced a tremendous slump the past week. A year ago carnations were selling for three cents at this time. Now they can be bought for almost any price. It is the same way with roses and practically all the other stock. The best indication of market conditions is evidenced by the number of street vendors who are peddling flowers. An effort is being made to get them out of the market in some way at some price, but the amount of money being received is ridiculously low.

### NEWS NOTES

The Clinton, Mass., Floral Shop, of which Florence McCarty is manager, did a fine bit of advertising for Memorial Day. The florists in the smaller towns are beginning to realize that advertising is as important to them as it is to their big brothers in the large cities.


# King GREENHOUSES

## Your Plans

may be held up because you have not had the opportunity to properly work out your Greenhouse Requirements.
Perhaps also you are in doubt as to the proper and improper methods of arrangement.
We earnestly solicit your problems and will satisfactorily solve them and meet all exacting conditions.

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# -HORTICULTURE-

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Vol. XXXV JUNE 10, 1922 No. 11

## THE TALK OF THE TRADE

There are never enough plants of Dracaena indivisa in 4 1-2, 5 and 6 inch pots to supply the demand until May and June, but there really is very little reason why any grower who has land to spare should not raise his own stock and have plants as good as he can buy, and which will cost him less. It is too expensive a proposition to raise Dracaenas in pots, because the growth is too slow in that way and the room taken up is also a big cost. Put them out into the field as early as the ground is open, keep the soil well cultivated, and wherever possible have well drained, light soil. A 2 1-2 inch plant set out early in the season will make fine, strong stock when it is time to lift it in the fall. They then can be carried along in a cool temperature with little expense, and will make ample financial returns.

So much has been said about geraniums that it may become a tiresome subject, but I think it will bear saying once again, that there is a short supply. Unless my judgment is far wrong, there will not be a large supply for next season. Those growers who have the space available should carry along their stock plants and see to it that they do not sell too close now, or they will be obliged to buy for the coming season. Good 2 1-4 inch stock of most all sorts can be bought now at a lower price than a few months ago and if properly handled these will work into plants from which a good supply of cuttings can be taken throughout this coming season. It will be time and money well invested for the grower who needs 4-inch geraniums for the spring sales.

W. W. Walker, of St. Catherines, had a timely word to say in the Canadian Florist about the cost of growing Easter lilies. He has gone into the matter thoroughly, and I can't see that his figures are far wrong. They also apply quite closely to conditions in the States. The question of course, was left out as to the cost for heating, labor and other overhead expenses, and they will vary considerably according to location and local conditions.

However, I believe from what I have observed and the conversation I have had with lily growers that where the Giganteum lily is properly handled it can be carried through without a financial loss and in fact at reasonable profit. Of course the grower who retails his own stock has the advantage, but those growers also, who grow only to wholesale, have a fair chance of making this crop hold up, at least even with other acknowledged standard and profitable crops. It is only possible, however, to do this through the best of culture. Of course they must be timed properly, but above all they must be handled in such a way as to get a good average count of blooms per bulb.

J. V. Laver, of Erie, Pa., had as fine a lot of 4 inch Pelargonium Easter Greeting as one could ask for, and had no trouble in moving it at Mother's Day sales. Plant stock of this character is being largely used in some sections for Mother's Day, and is bound to become more popular as time goes on. Baby Ramblers in small sizes will also be used; and the buying public is taking very kindly to the idea of plants for Mother's Day.

Plant growers around Lancaster, Pa., are having a very successful season, and have been turning out some excellent stock. Geraniums in particular have been well done, and this applies especially to H. R. Rohrer and Bros., who have made large shipments of top quality geraniums.

I happened to have the good luck to drop in on White Bros. of Medina, N. Y., at just the time to have it proved to my entire satisfaction that the white rose called Medina is nothing more or less than a true sport of Sunburst. Of course there has never been any question in the mind of White Bros. that this was a Sunburst sport, and no one knowing these gentlemen personally would question their statement, yet there is quite a similarity between



Good Example of a Church Decorated for an Elaborate Wedding

the rose called Medina and the rose Kaiserin Augusta Victoria.

However, I saw a plant on the White Bros. place of the rose called Medina, which also carried at the same time a yellow bloom like Sunburst. It seems to me that this should do away with any doubt which may exist about the parentage of the rose. From the way this rose does in Medina, I am not surprised that White Bros. think so well of it. They evidently get good production, and it seems that there is a place for it in their section at least.

Fred G. Lewis, of Lockport, N. Y., is erecting new glass, King Construction Co. being the builders. Mr. Lewis has found his business growing so fast that it is absolutely impossible to keep up with the demand. He is particularly successful with the Lorraine types of Begonia. His stock of these Begonias is in good shape, and he has commenced shipping, but he can't begin to keep up with the calls. His retail trade this season has been exceptionally good, and in all he has a fine prosperous piece of business.

There are so many angles to the question of prices on Mother's Day that I hate to dip into the subject at all. Yet I can't help saying a word in praise of those retail florists who have made a move to keep prices down within reason. No matter how you may look at it, it is dangerous to merchandise stock with such wide variation in prices as we find asked for in the case of cut flowers. It is not for me to say just how a change can be brought about to have prices hold more evenly, but I know very well it isn't possible to furnish all the white carnations or all the carnations of any color that would be called for at Mother's Day, particularly if the price was kept down within reason. In talking with quite a number of progressive men in our business, I find that many think that they would rather do less business on this day and not get their customers to feeling that they were imposed upon.

I was interested to find that P. R Quinlan, of Syracuse, N. Y., set a price of $2.00 per dozen at retail for carnations, and sold at that price only so far as they could supply. When their stock was exhausted they stopped. I have also found that many retail florists in New York state and Pennsylvania have been doing all that was possible to make Mother's Day a day for miscellaneous flowers and plants, and they are certainly meeting with success.

There seems to be no doubt that Mother's Day is here to stay, regardless of the antagonism of the daily press, as well as other influences directed against it. It is up to the florists to take advantage of this day and get their part of the goods. It can only be kept running along in a smooth way by eliminating prohibitive prices.

I have been interested to find that there is considerable disagreement among the orchid growers in regard to Quarantine 37. Some of the growers—and I am speaking of those in commercial lines of course—are bitterly opposed to the quarantine, while others accept it on principle, although believing that its operation ought to be postponed for several years until a stock of American grown material can be obtained. Growers who depended upon the species, and believe that best results can be obtained from them, want the quarantine removed.

Growers, on the other hand, who are already growing from seed, take a somewhat different view. It is well known that several concerns now have as many as fifty thousand plants on the way. Whether or not these will prove as satisfactory as imported stock remains to be seen. The growers believe they will. It will be five or six years longer, however, before this stock is ready for the market, as orchids make a slow growth. In the meantime the income of orchid men has largely been cut off. There are several points in regard to orchid importations which are peculiar.

## PORTLAND FLORISTS PROTECTED

As a result of the vigorous protests made by the florists of Portland, Me., the mayor of that city has ordered the park department to stop selling surplus flowers, plants and shrubs from the city's greenhouses to individual purchasers. It has been the custom in past years to dispose of Memorial Day stock not needed for the parks and cemeteries in that way. The florists have been trying for a long time to stop this unfair competition and when they intimated that legal proceedings might be begun the mayor took action.

## MARKET HOUSE SITUATION.

It is understood that no definite action has yet been taken in regard to the new market house in Boston. Several sites are still being discussed.

## SEC. NAUKAM RESIGNS

### Leaves Boston to Accept Lucrative Position in Buffalo

Eugene M. Naukam, secretary of the New England Florists' Alliance, has presented his resignation, to take effect immediately. Mr. Naukam goes to Buffalo, where he has accepted a flattering offer from the Standard Oil Co.

In conversation with a representative of Horticulture Mr. Naukam said that he left Boston with deep regret. He thoroughly believes in the Florists' Alliance, and hopes that it will become a powerful factor in the life of the florist trade in the east. He said that he had made warm friends in Boston, and would like to have stayed with the Alliance. In addition, however, to the lucrative position which has been opened for him in Buffalo, which is his home city, some personal matters have arisen which make it desirable that he be located there for the next few months at least.



Eugene J. Naukham

The directors of the New England Florists' Alliance were loath to accept Mr. Naukam's resignation, having much confidence in him, and the work he was doing . It is expected, however, that a new secretary will be obtained, and the office at 77 Summer Street maintained as during the past months. There have been constant additions to the membership, and while progress has not been as rapid as had been hoped, yet much had already been accomplished. Letters have been going out the past week to all the members and to others interested, showing the advertising which has been placed and giving a general resume of the situation.

## BOSTON FLOWER SHOW

### Rhododendron, Azalea and Iris Exhibit at Horticultural Hall

There was a very satisfactory display at the Rhododendron, Azalea and Iris Show at Horticultural Hall, Boston, June 3 and 4. The most conspicuous rhododendron displays were made by the Cherry Hill Nurseries, of West Newbury, and T. D. Hatfield, superintendent of the Hunnewell Estate at Wellesley. Both exhibits contained several interesting seedlings. One of the Cherry Hill seedlings has been named for William C. Rich, secretary of the Massachusetts Horticultural Society.

The iris exhibit was particularly strong, among those showing being Mrs. Grace Sturtevant, of Wellesley Farms, who is very well known for her work with irises, and Mrs. Homer Gage, of Iristhorpe, Shrewsbury. Supt. Jenkins, of the Iristhorpe Estate, paid more attention to artistic arrangement than most of the exhibitors. Mrs. C. W. Willis, of Bedford, had a fine showing of iris, including several of the most improved varieties. Mrs. Willis is what might be called an advanced amateur, but does all the work in her iris garden with her own hands.

Mr. Hatfield exhibited one of Mr. E. H. Wilson's introductions, Kowiltzia amabilis, a remarkably handsome shrub. He also showed a seedling azalea which is a cross between Arborescens and Calendulaceum. Mr. Hatfield states that he has several other colors produced by the same cross which should make excellent plants. Still another novelty from the Hunnewell Estate was a branch of Spiraea Henryi.

Henry Stewart, of Waltham, exhibited a growing plant of the Battlebush, Metrosideros floribunda, and a plant of Dendrobium thyrsiflorum, which attracted much attention because of their immense size.

The awards were as follows:

### AWARDS FOR PLANTS AND FLOWERS

**H. H. Hunnewell Fund, No. 3.** Rhododendrons—Decorative display covering 72 sq. ft.: 1st, T. C. Thurlow's Sons, Inc. Twelve varieties Rhododendrons, one truss each: 1st, T. C. Thurlow's Sons, Inc. Six varieties, one truss each: 1st, T. C. Thurlow's Sons, Inc. Azaleas—General display in variety covering 24 sq. ft.: 1st, T. C. Thurlow's Sons, Inc.

**John Allen French Fund.** Irises—24 vases, 12 varieties, 3 spikes in a vase: 1st, Miss Grace Sturtevant; 2d, Iristhorpe. 12 vases, 6 varieties, 3 spikes in vase: 1st, Iristhorpe; 2d, Miss Grace Sturtevant. Collection of Irises, any or all classes admissible: 1st, Iristhorpe; 2d, Miss Grace Sturtevant.

**Prizes offered by the American Iris Society.** To the exhibitor making the most comprehensive display of Irises in any and all classes: Iristhorpe, Bronze Medal. For the best display of Irises, arranged for effect by an amateur, to be awarded to the exhibitor winning it three times: Iristhorpe, the Hillcrest Gardens, Silver Cup.

**Gratuities**—Arthur Lyman, display of Rhododendrons and Azaleas: Henry Stewart, specimen Metrosideros floribunda; Henry Stewart, specimen plant of Dendrobium thyrsiflorum; Henry Stewart, display of Oriental Poppies.

**First Class Certificate of Merit.** Walter Hunnewell Estate, Kolkwitzia amabilis.

**Honorable Mention.** Walter Hunnewell Estate, seedling Azalea, arborescens calendulacea; T. F. Donahue, display of seedling Peonies; Miss Grace Sturtevant, vase of seedling Peonies.

**Vote of Thanks.** Walter Hunnewell Estate, display of cut shrubs in bloom; Cherry Hill Nurseries, display of Leucothoe Catesbaci; Walter Hunnewell Estate, display of 100 blooms of hybrid Rhodedendrons.

**Awards for Vegetables. William J. Walker Fund.** Asparagus—24 stalks: 1st, Hillcrest Gardens, Reading Giant; 2d, Oliver Ames, Palmetto; 3d, Arthur Lyman, Argenteuil. Beets—12: 1st, James Donald, Crimson Globe. Carrots—12: 2d, James Donald. Cauliflower—3 heads: 3d, James Donald, White Queen. Cucumbers —4: 1st, Coonamossett Ranch Co. Lettuce—4 heads: 1st, W. Heustis, May King; 2d, Oliver Ames, Big Boston; 3d, Arthur Lyman, May King. Rhubarb—12 stalks: 1st, Oliver Ames, Victoria; 2d, James Donald, Victoria; 3d, Arthur Lyman, Victoria. Spinach—1 qts.: 1st, Hillcrest Gardens, Victoria; 2d, Hillcrest Gardens, Thickleaf; 3d, Arthur Lyman, Long Standing. Collection of Vegetables —6 varieties: 1st, Hillcrest Gardens; 2d, James Donald.

## AMERICAN ROSE SOCIETY

### Annual Meeting to be Held at Syracuse, N. Y., June 15

It has been announced that the annual meeting of the American Rose Society will be held at Syracuse, N. Y., June 15. Although invitations were received from several people, it was felt that Rev. Dr. Mills, president of the Syracuse Society, was entitled to special recognition in establishing local rose societies throughout central New York state. After the judging by designated members of the executive committee in the morning, there will be luncheon at Skaneateles Lake, an afternoon meeting in Mrs. Hitchcock's rose garden and an evening session with speakers in the Exhibition Hall.

Mr. J. Horace McFarland has been released as chairman of the membership committee upon his request, and Joseph J. Lane, of House & Garden, was appointed to fill the vacancy. The society now has a membership of 2487.

Conard & Jones have propagated 1700 plants of the Rose Mary Wallace for the Department of Agriculture at Washington. Stock of this rose is to be distributed in two-year sizes to firms which have made application by December 1, 1923.

## SAMUEL J. FASSETT MARRIED

Samuel J. Fassett, manager of the Bigelow Nurseries at North Grafton, Mass., was recently married to Miss Agnes Bouret. The couple were attended by Mr. and Mrs. Albert Leslie of Worcester and guests were present from Rhode Island, Connecticut and New York. After a short wedding trip the couple will be at home at the Bigelow Nurseries. Mr. Fassett is receiving the congratulations of many friends in the trade.

## FLOWER PEDLER MUST KEEP MOVING

Isaac Hirsch, a vendor of flowers, who is well known in the Back Bay district of Boston, was in court a few days ago charged with selling flowers on the public streets without having a permit. Hirsch pleaded guilty, but the case was placed on file, as he promised to keep moving instead of remaining on corners. The law is so construed, it seems, that a person may sell flowers on the streets if he doesn't stand for more than five minutes in one place.

## AMERICAN LEGION EMBLEM IN FLOWERS

Anton J. Rositcksy, city florist of Lynn, Mass., was very successful in reproducing the gold star button, which is the emblem of the American legion, with plants grown in a municipal greenhouse for Memorial Day. The emblem was reproduced in one of the large flower beds on the common. More than six thousand plants were used, including Sweet Alyssum, Lobelia and Alternanthera. The plants were so arranged that they formed a perfect gold star in a white field, with an outside circle of blue. The words "American Legion Post 6" were worked into the button. Mr. Rositcksy has been in charge of the Lynn greenhouses for two years, and has been so successful that the erection of additional houses is being contemplated. The surplus of plants grown by Mr. Rositcksy for the park department is sold to dealers. Before Mr. Rositcksy entered the employ of the park departtment he worked for Frank J. Dolansky, the orchid grower.

## GENERAL NEWS NOTES

James Massadon and Harry Maragus of Hornell, N. Y., have purchased the flower shop of Spiros Condas at Corning. Messer. Massadon and Maragus already have a flower shop in Hornell and will carry on both stores.

The Seed World, of Chicago, has changed editors, Mr. N. C. Helms, who has filled the editor's chair ever since the paper was established, going to California. Mr. W. L. Oswald, who is well known to the seed trade, replaces him.

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EDWARD I. FARRINGTON, Editor

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Discount on Contracts for consecutive insertions, as follows:

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Page and half page space, not consecutive, rates on application.

SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**The Late Patrick Welch** The passing of Patrick Welch, of Boston, has brought a sense of personal loss to hundreds of florists all over the country. Mr. Welch was a man who made friends and kept them. Moreover, his prominence in the S. A. F. and his constant attendance at conventions and committee meetings had made him more widely known than the average florist. He was a man who could be depended upon at all times and in all places. As a presiding officer he was always self-possessed and resourceful. His good judgment made him sought for in many emergencies. He was a member of the old guard and treasured the traditions of the early days of the industry. He built up a big business in Boston, but was almost as well known in Albany and Montreal for his connections in those cities. It will be hard to fill his place. Mr. Welch was a director of the Horticulture Publishing Co., and his associates in this organization deeply mourn his loss.

**Vacations for Employees** The vexed question of vacations will have to be decided very soon. Some firms have established a definite program which works well. In other establishments nothing systematic has been done along this line, and there's always more or less friction each year. As a rule the plan which has given most satisfaction is one which allows two weeks' vacation with full pay to all office people who have been with the concern for at least a year, and one week to those who have been employed for less than a year but more than six months. Some concerns give their house men and laborers a ten-day vacation, and some two weeks, with pay. Others allow their help to take a vacation if they like, but without pay. One large house allows all of its employees to have two weeks with pay, and as many more weeks as they want without. This concern employs a few extra people during the vacation season, so that too much extra work is not imposed upon those who remain.

Beginners and young men who are in line for a permanent position like this temporary work because of the opportunity it offers to learn the business and make a good impression. Oftentimes the understudies obtained in this way soon become permanent employees.

If several people are allowed to be away at one time and no extra help is taken on, the remaining employees are apt to complain about the extra labor imposed upon them. A peculiar situation has been reported from one concern which allows an extra day of vacation for each year the employee has been with the firm. The first year's vacation of ten days is always scheduled, and those who have been with the house for twenty years get a full month as a result of the extra added days. Unfortunately, no extra help is taken on, and there has been much objection, especially from employees who have been with the concern only a short time, because of the extra work they had to do to make up for the absence of the long-time men.

Employers have an excellent opportunity to test the calibre of the company's employees and gauge the work which is actually being done by their permanent people if they employ extra help during the vacation season. Sometimes it is learned that the old employees have not been doing nearly as much work as they were capable of, while, on the other hand, it has sometimes been ascertained that men whose work has not been valued very highly are really entitled to promotion and increased salaries.

**Arboretum Rose Garden** Few proposals for the improvement of Boston which have been made in recent years have attracted more attention than the plan to develop a great rose garden at the Arnold Arboretum. Prof. C. S. Sargent, the director, has dreamed of such a garden for many years and this seems nearer fulfillment now than ever before. Mayor Curley is very much interested in the subject, as well as in the general work which the Arboretum is doing and the opportunities which it offers to the public. Money from two funds is now available, and a rose garden of the kind contemplated would make Boston famous throughout the horticultural world. It would not be simply a show garden, but would contain all the species and varieties from every part of the world that can be made to grow here. If the plan should be carried out according to Prof. Sargent's ideas, the Arboretum rose garden would be the most complete of any in existence.

It has often been said that the Arnold Arboretum is better known in other lands than in America, and that Boston people have neglected it. During the last two or three years, however, the public has learned to know and appreciate the Arboretum, and according to a recent account seventy thousand people passed through the grounds in two weeks this spring.

Naturally the Arboretum is of tremendous value to nurserymen, many of whom visit it in the course of a year. It is a fact, though, that nurserymen have not been as keen to take up the newer species and varieties tried out there as might be expected. The Arboretum is the great testing place for shrubs and trees of all kinds. Wide use ought to be made of it.

## BEDDING PLANTS --- WELL ESTABLISHED

**HELIOTROPE CENTEFLEUR**
3-inch, $8.00 per 100, $70 per 1000.
4-inch, $20.00 per 100.
5-inch, $50.00 per 100.

**ACHYRANTHES. Brilliantissima and Panache de Bailey.**
2¼-inch, $5.00 per 100, $40 per 1000.
3-inch, $7.00 per 100.

**ALTERNANTHERA. Aurea nana (green), bushy stock. Brilliantissima (red).**
2¼-inch, $5.00 per 100, $40.00 per 1000.

**CALADIUM esculentum.**
4½-inch, $15.00 per 100.

**SALVIA. America, Bonfire, Zurich and Splendens.**
2¼-inch, $5.00 per 100, $40.00 per 1000.
3-inch, $7.00 per 100.

**MARGUERITES (White Daisy).**
4-inch, $25.00 per 100.

**AGERATUM Fraseri.**
2¼-inch, $5.00 per 100, $40.00 per 1000.
3-inch in bloom, $10.00 per 100, $80.00 per 1000.

**COLEUS. All varieties.**
2¼-inch, $3.50 per 100, $30.00 per 1000.

**CANNAS.**
3-inch, $10.00 per 100, $90.00 per 1000.

| | |
|---|---|
| King Humbert | Hungaria |
| Queen Helen | Venus |
| G. Gumpper | Wyoming |
| Louisiana | Gladiator |
| City of Portland | Meteor |

**PARLOR IVY. Good Stock.**
2¼-inch pots, $5.00 per 100, $40.00 per 1000.

**VINCA variegated.**
4-inch, $25.00 per 100.

**SNAPDRAGON. Nelrose and Silver Pink.**
3-inch, $15.00 per 100.

ALL THE ABOVE STOCK IS NOW READY FOR SHIPMENT

## A. N. PIERSON, Inc., Cromwell, Connecticut


# S. A. F. & O. H. Department

### KANSAS CITY CONVENTION

President Pennock and the Secretary are now giving their attention to the preparation of the program for the big gathering at Kansas City, Aug. 15-17. Prominent in the program will, of course, be a place for discussion of the National Publicity Campaign, and arrangements are being made for prominent speakers. The report of the National Flower Show Committee and a discussion on it will also be featured. A meeting of the State Vice-Presidents will find a place, as also will a meeting of the Florists' Hail Insurance Association. Other features of special importance are also planned, President Pennock is particularly anxious to include discussions of many problems in these days of interest to florists and worthy of the attention of the Society. He invites suggestions from members as to topics believed important enough to be brought before the Convention, and assures those sending these suggestions that they will have most careful consideration. Such suggestions should be presented as early as possible to the Secretary.

Information as to hotel accommodations and other matters tending to the comfort and convenience of visitors will shortly be forthcoming through the local committees.

JOHN YOUNG,
Secretary.

### NATIONAL PUBLICITY CAMPAIGN

From the Secretary's office this week is being mailed to all members of the Society and subscribers to the Campaign proofs of the series of advertisements to appear in the national magazines during June, July and August. These advertisements are in column form, and will appear in The Red Book for July; McLean's Magazine (Canada) June 15 and Aug. 15; Life, June 15, July 20 and Aug. 17; Collier's, June 3 and Aug. 5; Outlook, July 19 and Aug. 16; Vanity Fair, July; Atlantic Monthly, July; World's Work, July; American Magazine, July; Literary Digest, June 10 and August 12; Century, August; Scribner's, July; House Beautiful, June; Sunset, July; Independent, June 10; Harper's Magazine, August; and Review of Reviews, August. It might be well for those interested to procure copies of these magazine numbers, so as to see how well the advertisements look and are placed.

Since the publication of the three previous advertisements our wonderful slogan, "Say it with Flowers," has been appreciably referred to, cartooned, and exploited in a great number of publications and in other ways, showing that our campaign loses through a temporary cessation of our publicity work. During the period when scarcity of funds, mainly through neglect on the part of many of our subscribers to make good their pledges, made advertising expenditures impossible, our slogan seemed to vanish from sight, and all outside reference to it lost. A resumption of our publicity has again brought it to the front, and we are enjoying a tremendous amount of prestige which costs the campaign nothing at all. Could a better argument be advanced as to the worth of our Campaign to our industry?

If our delinquent subscribers would make good their pledges, much more publicity could be provided, and it is sorely needed. Bills are now going out to all in arrears on their pledges, and immediate remittances are urged, so that the Publicity Committee may be able to place advertising contracts for the Fall season. As it is expected that there will be great pressure upon magazine advertising forms in the Fall, contracts ought to be placed two or three months ahead, so that the best class magazines may be open for our use. A magazine cannot add to its pages after an edition is planned, and several large publications are already in press with numbers two months ahead of datings.

JOHN YOUNG,
Secretary.

### VIOLATION OF PLANT QUARANTINE

The Federal Horticultural Board has penalized the National Bulb Farm Inc., Benton Harbor, Mich., claiming that in a shipment of bulbs received under special permit other varieties were substituted. Therefore the shipment containing the substituted material is refused entry, all existing permits issued to the National Bulb Farm, Inc., are cancelled and it is stated that no further permits will be issued until the Board is convinced that similar fraudulent practices will not be repeated.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

Rhododendrons have bloomed exceptionally well this year, it seems to me. Certainly the display in the Arnold Arboretum has seldom been better and I have seen some splendid displays on private estates. Properly planted this shrub is exceedingly valuable for landscape work. It needs the association of other plants to be most effective, and is particularly at home when partly shaded by evergreen trees. It is a pity that rhododendrons are not more enduring and easier to handle in the eastern states. As Prof. C. S. Sargent points out, the climate here is hostile to all broad-leaved evergreens. There are some kinds which thrive but the number is limited. There are spots in the west such as Portland, Ore., and on the shores of Puget Sound where it may be possible to establish large and comprehensive collections, perhaps equalling those of Europe.

Plants of the native Rhododendron maximum collected in the middle and southern states have been planted in recent years in considerable numbers in this part of the country, but the Rhododendrons chiefly used in the gardens of eastern North America are hybrids of R. catawbiense of the high slopes and summits of the southern Appalachian Mountains. Names have been given to a large number of plants made originally by crossing this species with the Himalayan R. arboreum and other Indian species, with the Caucasian R. ponticum and with R. maximum, and by raising seedlings from these hybrids. Most of these hybrids and their offspring have been raised in England; several good varieties have originated in Germany and Belgium, and a few have been produced in the United States many years ago chiefly in the Parsons Nursery in Flushing, Long Island.

The best of these hybrids for this country have been made in England but only a comparatively small number of them are hardy, the hardiest being those in which the catawbiense and maximum blood predominate. Rhododendron ponticum, a tender species, has been used almost exclusively for the stock on which these hybrids have been grafted, and the tenderness of the stock has evidently affected the constitution of the graft; and it is this stock which may cause the death without other apparent causes of plants which have flourished in this country for thirty or forty years.

R. ponticum is favored by nurserymen because the plants are quickly and cheaply raised and easily worked, but for really hardy and reliable Rhododendron hybrids for this country R. catawbiense, although more difficult to work, should be used for stock according to Prof. Sargent. Even better than any grafted plants are those obtained from layers, a slower and more expensive process, formerly much



**Rhododendrons Are Particularly Satisfactory When Planted Beside a Stream or Pond**

practiced in the Kanphill Nurseries by Anthony Waterer who raised the best Catawbiense hybrids which have been planted in New England. A few of the hardiest and handsomest of these plants which can be grown in this climate are Atrosanguineum, Charles Dickens, Mrs. C. S. Sargent, Henrietta Sargent, Catawbiense album, Album elegans, Roseum elegans, Hannibal, H. W. Sargent, Discolor, Melton, Album grandiflorum, Purpureum grandiflorum, Purpureum elegans and Lady Armstrong.

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The hardiest Rhododendrons in this climate are R. maximum and R. catawbiense; the former, which in the valleys of the southern mountains is sometimes a bushy tree up to forty feet in height, but at the north is much smaller, is distributed in isolated stations from Nova Scotia through New England and eastern New York to Pennsylvania; from Pennsylvania southward along the Appalachian Mountains it is very abundant at low altitudes, often covering the slopes of narrow valleys with almost impenetrable thickets.

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The iris has been having its innings the past week, and evidently is growing in favor with great rapidity throughout the country. Many exhibits have been held, and the third annual meeting of the American Iris Society in connection with the spring show at the New York Botanical Garden was a great success.

In his report Secretary R. S. Sturtevant said, I am told, that he expected the membership to increase during this year well over last year's record of 650. He was quite right in saying that the shows were the greatest means of publicity which the society had.

The iris in the test gardens have proved very successful. There are more than a thousand varieties now planted there, and fully five hundred varieties were in bloom at the time of the convention.

In the exhibits at the hall the John Scheepers Co. attracted much attention by the new variety, Asia, which I am informed is a remarkably fine iris.

I was glad to find Miss Grace Sturtevant and her brother, R. S. Sturtevant, of Wellesley Farms, Mass., making an extensive exhibit.

Although Pres. John C. Wister, of Philadelphia, is now in Europe, he was re-elected. Mr. Sturtevant was, of course, re-elected secretary. Mr. Frank H. Presby, of Montclair, N. J., continued as treasurer. These men are enthusiastic iris growers, and have done much to make the society a success.

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The peony people are just as active, and great preparations are being made for the convention which is to be held in London, Ontario, June 17 and 18. Mr. James Boyd, of Haverford, Pa., one of the best known peony growers of the country, made a splendid display at the annual show of the Pennsylvania Horticultural Society at Haverford, as did William S. Ellis, of Bryn Mawr, with whom he was tied in points. This was a splendid show, and very largely attended. The new rose, Mary Wallace, originated by the late Dr. Van Fleet, was exhibited at this show, and naturally attracted much attention.

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Mr. T. F. Donahue, of Newton, Mass., who for several years has been acquiring fame as a peony amateur, showed some very fine new seedlings at the iris exhibit in New York. He also had an attractive display of peonies at the rhododendron and iris show in Boston, and probably will have a comprehensive display at the London, Ont., convention.

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Peony shows are already being staged in the states further south. Harrisburg, Pa., held its first peony exhibit May 29 in the Assembly Hall of the public library. It proved a decided success. This show was held under the auspices of the garden section of the Harrisburg Natural History Society. John Brinton, Camp Hills, was chairman, and Parker T. Barnes secretary.

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Williamsport, Pa., had its peony show on June 1. It was combined with the rose show and was held in A. L. Zimmerman's store, Mr. William Gibson was chairman.

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Iris growers in Indianapolis, Ind., have become so numerous that they have decided to form a society composed of growers in that city and nearby towns. The Bankers' Trust Co. of Indianapolis has been holding shows which have helped to increase the interest. At a recent exhbiit there were 54 competitors, and more than a hundred varieties of iris were on display.

**Choice Orchids**
HYBRIDS
Laelia-Cattleyas, Brasso-Cattleyas, etc.
G. E. BALDWIN CO.
Mamaroneck, N. Y.

## ORIGIN OF THE RAMBLER ROSE

In regard to the rambler rose article by Walter I. Austen in Horticulture, May 25th, page 245, I would say that the crimson rambler is a multiflora hybrid.

The Gardeners' Chronicle, "London, Eng.," series 3, vol. XVI, page 249, says: "A plant of this rose was sent from Japan to a Mr. Jeuner in England by Mr. R. Smith, Prof. of Engineering, Tokio, Japan. Mr. Jeuner named the rose Engineer, and gave the plant to J. Gilbert, a nurseryman at Lincoln, Eng., who exhibited cut blooms of the rose at Royal Horticultural Society's Show, London, in 1890, and received an award of merit. Turner & Sons, Slough, Eng., purchased the stock from J. Gilbert, named the rose Crimson Rambler and sent it out in 1893.

Philadelphia, Pa. DAVID RUST.

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THE AMATEUR'S BOOK OF THE DAHLIA, published by Doubleday, Page & Co., price $3.00. Mrs. Charles H. Stout has given dahlia growers a book which will remain standard for many years. Few people in the country could have covered as much ground or done it in as excellent language as Mrs. Stout. Mrs. Louise King, in her introduction, says truthfully: "Notable achievement in America in the way of hybridizing by amateurs is very rare. It is, therefore, all the more remarkable that Mrs. Stout should have spent already ten or twelve years in her occupation with the dahlia."

**MICHELL'S**
**FLOWER SEEDS**

CINERARIA

| | ½ Tr. Pkt. | Tr. Pkt. |
|---|---|---|
| Grandiflora Prize, dwarf | $0 60 | $1 00 |
| Grandiflora Prize, med. tall | 60 | 1 00 |

PRIMULA CHINENSIS

| | | |
|---|---|---|
| Alba magnifica | .60 | 1.00 |
| Chiswick Red | .60 | 1.00 |
| Duchess | .60 | 1.00 |
| Holborn Blue | 60 | 1.00 |
| Kermesina splendens | 60 | 1.00 |
| Rosy Morn | 60 | 1.00 |
| Prize Mixture | 60 | 1.00 |

PRIMULA OBCONICA GIGANTEA

| | Tr. Pkt. | 1-32 Oz. |
|---|---|---|
| Lilacina, lilac | $0 50 | $2 00 |
| Kermesina, crimson | 50 | 2 00 |
| Rosea, pink | 50 | 2 00 |
| Alba, white | 50 | 2 00 |
| Hybrida Mixed | 50 | 1 50 |

PRIMULA OBCONICA GIGANTEA
Monster Strain

| Extra large flowering | Tr. Pkt |
|---|---|
| Apple Blossom, soft pink | $1 00 |
| Kermesina, deep crimson | 1 00 |
| Plathii, deep rose | 1 00 |
| Rosea, pink | 1 00 |
| Mixed Colors | 1 00 |

**MICHELL'S SEED HOUSE**
518-516 MARKET STREET
PHILA. PA.

RAIN WHEN YOU WANT IT

# He Bet On the Wrong Thing!

Heard the other day of a man who lost his house, barn, tools—everything—by fire.

The pitiful part of it is that he didn't have a cent of insurance.

He is beyond middle age—hadn't saved any money—so there he is a helpless, beaten man, just because **he took a chance.**

"How foolish" you say.

More criminal than foolish, for this man had a family who will suffer because of his poor judgment.

He took the small end of a 200 to 1 chance of not having a fire, and lost. By the same token, what kind of a bet are you making right now with the weather? Still trusting to rain—which seldom comes when it is most needed?

Say, friend, what's the use of taking chances with weather any more than with fire, when you can insure against fire and fully protect yourself against dry weather.

There is no reason why you can't have a Skinner System when our Sectional Portable lines cost so little and can be put up so easily.

They water big areas for little money. $49.75 buys a 50 foot Sectional Portable line. $39.75 for 100 foot.

You can bet your bottom dollar, we'll ship it promptly.

**The Skinner Irrigation Co.**

100 CANAL STREET TROY, OHIO
286 FIFTH AVE. NEW YORK

SKINNER SYSTEM OF IRRIGATION

# Nurserymen's Program

## The American Association to Meet in Detroit, June 28-30

An elaborate and varied program has been planned for the 47th annual convention of the American Association of Nurserymen, which is to be held at the Hotel Wolverine, Detroit, Michigan, June 28, 29 and 30. Pres. M. R. Cashman, of Owatonna, Minn., will be in the chair. An address of welcome will be made by Hon. James Couzens, Mayor of Detroit. Mr. J. Edward Moon, of Morrisville, Pa., will respond for the Association.

On Wednesday evening there will be a get-together banquet, with Mr. Moon as toastmaster. This banquet has been arranged by the "Rambling Baby Ramblers." The fact that Paul V. Fortmiller will be in charge is sufficient to assure the success of this feature, and some real post-prandial surprises are promised. The program for Thursday and Friday is as follows:

**Thursday Morning—9 O'clock**

"Are We Fooling Ourselves"
Mr. A. F. Lake, Shenandoah, Iowa
"The Establishment and Progress of the Nursery Training Course at the Mass. College of Agriculture, Amherst"
Mr. Richard M. Wyman, Framingham, Mass.
Report of Market-Development and Publicity Committee
Chairman, Mr. F. F. Rockwell, Bridgeton, N. J.
"State, Sectional and National Associations"
Mr. Paul C. Lindley, Pomona, N. C.
"Advertising"
Major P. F. O'Keefe, Boston, Mass.
"Organizing Sectional Florists Assns. and their Relation to their National Publicity Campaign"
Mr. J. Fred Ammon, Edwardsville, Ill.
"Publicity"
Ex-Mayor Breitmeyer, Detroit, Mich.
Discussion of Publicity for 1922-1923

**Thursday Afternoon—2 O'clock**

Election of Officers and next place of meeting
"Progress in Propagating American Fruit Seedlings by Bureau of Plant Industry"
Prof. L. B. Scott, Dept. of Agriculture
"The Development of the Horticultural and Pomological Work of U. S. Dept. of Agriculture"
Dr. L. C. Corbett, Dept. of Agriculture
Report of Special Committee to assist Mr. F. P. Detwiler, U. S. Dept of Agriculture, in ocmpilation and republication of an edition of Quarantine Regulations
Chairman, Mr. A. H. Hill, Dundee, Ill.
"Federal Control Restrictions: Their Application and Effect—Present and Future"
Dr. C. L. Marlatt, Chairman, F. H. B.

**Friday Morning—9 O'clock**

"Standardization"
Mr. E. S. Welch, Shenandoah, Iowa
"What's Around the Corner"
Mr. Henry B. Chase, Chase, Alabama
"Nurserymen's Mission in the Landscape Field"
Mr. Walter E. Campbell, New Haven, Conn.
Unfinished Business
Question Box
Parting Thoughts. "God be with you till we meet again." All sing.
Adjournment

**Friday Afternoon—2 O'clock**

Trip through the Flivver Factory. In charge of Arrangements Committee
Mr. Chas. Ilgenfritz, Chairman

### PROVISION WAIVED

**Bonds Not Required For Shipping into California**

Dear Sir:

I was interested to read your editorial in the issue of "HORTICULTURE" of May 10th, 1922, calling attention to the serious difficulties raised by the California horticultural law, which requires ex-state nurserymen proposing to ship stock into California to pay a license fee of $10.00 and deposit a bond of $1,000, conditioned upon the freedom of the nursery stock in the shipment from insect pests and plant disease and from misrepresentation.

It would be interesting for you to know that this provision of the California Horticultural Law has been waived by the commissioner of horticulture of California after consultation with the attorney-general, who has held that this provision of the law was unconstitutional.

Yours truly,
CURTIS NYE SMITH.

Boston, Mass.

### F. W FLECHER'S SUCCESS

In a recent issue of the Southern Florist there is an interesting reference to F. W. Fletcher, now living in Florida, which will read with much interest by his many friends in Massachusetts, his former home.

"F. W. Fletcher is a New Englander who purchased property at Orlando seven years ago; he came four years ago to reside permanently. In his rather long career he has introduced perhaps 100 plants into commerce. He is interested at present in the 'leather-leaved' fern, in lily bulbs, and in the breeding of Primulinus hybrid gladioli and watsonias, for both the bulbs and the flowers. He ships weekly to Philadelphia and also does a local retail business.

"Mr. Fletcher believes that Orange county, Florida (the county in which he lives), is capable of supplying the nation with longiflorum lily bulbs. It appears that he found the leather-leaved fern in a private collection and from the small start there obtained introduced it to commercial floriculture.

It is probably the best shipper of all ferns now in the trade. He told of shipping a few cut fronds of it from Massachusetts to Florida in July, having his daughter ship it back to him, and keeping it fresh on the table for three weeks. Philadelphia has taken especially kindly to it he says.

'He grows elegant sweet peas outdoors which he cuts from December to May."

## WEEDLESS LAWNS

### Rhode Island State College Formula Said to be Working Well

A bulletin from the State College at Kingston, R. I., says that the practicability of the sulphate of ammonia treatment to obtain weedless lawns has been demonstrated by home owners in every part of the United States and in foreign countries. The announcement of this plan over a year ago has given the college wide publicity, and over five hundred letters have come to the college from New York state alone.

The bulletin says that wherever it has been possible to obtain the true Bent grass seed, and sulphate of ammonia has been used according to directions, the lawns are slowly but surely freeing themselves from the unpleasant mixture of weeds. It also says:

"As is now common knowledge, the weedless lawn treatment makes use of the discovery that our finest lawn grasses, either Rhode Island Bent or Creeping Bent, will thrive in a soil more acid than that which is favorable to the ordinary weeds. Hence, by using fertilizing materials, especially sulphate of ammonia, which makes the soil acid and at the same time supply the needed plant food, a favorable condition is produced to give the handsomest velvety lawn, without the fear of intrusion of undesired weeds.

"The sulphate of ammonia method as recommended by the Experiment Station of the Rhode Island State College does not require the plowing up of your present lawn. Early in the spring, on a dry day, apply evenly a mixture of sulphate of ammonia, acid phosphate and muriate of potash, (obtainable from any fertilizer dealer) at the rate of two hundred fifty pounds each, per acre. A few days after applying the fertilizer, rake in Rhode Island Bent Grass or other Bent Grass seed at the rate of at least thirty pounds to the acre.

"Repeat the application annually or oftener as required. This treatment does not work suddenly, but slowly causes the weeds to disappear and the lawn to assume the much desired even, velvety appearance."


# ROSES 2½-inch

AMERICAN LEGION

Cerise Red Seedling. Own Roots, $25.00 per 100; $200.00 per 1000.

ANGELUS. New White.
Seedling Columbia x Ophelia

| | 100 | 250 | 1000 |
|---|---|---|---|
| Own Root | $35.00 | $ 82.50 | $300.00 |
| Grafted | 42.50 | 101.25 | 375.00 |

| | Own Root | | Grafted | |
|---|---|---|---|---|
| | 100 | 1000 | 100 | 1000 |
| Pilgrim | $15.00 | $140.00 | | |
| Mme. Butterfly | 14.00 | 130.00 | $30.00 | $240.00 |
| Premier | 15.00 | 135.00 | | |
| Columbia | 12.00 | 100.00 | | |
| Ophelia, Double White Killarney | 15.00 | 125.00 | 30.00 | 220.00 |

# LILIES

COLD STORAGE GIGANTEUMS
7 to 9-in., 300 to case, $55.00
LILY OF THE VALLEY PIPS
Exhibition size. It doesn't come any better.
2500 to case, $30.00 per 1000

# STEVIA

Double and Single

| | 100 | 1000 |
|---|---|---|
| Rooted Cuttings | $2.50 | $20.00 |
| 2¼-inch | 6.00 | 50.00 |

# FERNS

| | 100 | 1000 |
|---|---|---|
| Macawii, 2¼-in. | $7.00 | $65.00 |
| Teddy, Jr., 2½-in. | 7.00 | 55.00 |
| Scottii, 2½-in. | 7.00 | 55.00 |
| Roosevelt, 2¼-in. | 7.00 | 55.00 |
| Boston, 2½-in. | 7.00 | 55.00 |
| Verona, 2½-in. | 7.00 | 60.00 |
| 1 in. of above varieties | $35.00 per 100 | |

DISH FERNS

Extra good, 2¼-in. $7.00 per 100
Seedlings $20.00 per 1000

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L. J. REUTER IN CHARGE

PHILADELPHIA


## THE USE OF STONES

This last winter the catalogues were more beguiling than ever, especially those from Mr. D. Y. Andrews in Boulder, Colorado, and from Strand's Nursery, Tailor's Falls, Minnesota, for they contained descriptions of hardy, new shrubs which piqued our curiosity to try them.

The plants came and were set out, then came the harsh spring winds which dried their stems. One prunus gracilis dried entirely at the top but we kept its roots moist by placing stones over them and it is now making such a lusty growth that we wonder whether in the good soil of our garden it will remain "a miniature species producing abundantly little red plums when no more than two feet tall."

The Jamesia Americana, or wild mock orange, had not so good a root as our other shrubs which came from Boulder and it was slow to start, but we also tried the stones about its roots to keep it damp and it is now leafing out well. We feel that if these hardy plants from Colorado and Minnesota once get well started at Hillcrest, we shall have a great deal of pleasure from them.

Some of those which we are trying are the Buffalo Berry, Russian olives and the F. J. Grootendorst rose from Strand's Nursery, and the Rubus deliciosus and rosa stellato or desert rose from the Rockmount Nursery in Boulder.

The Grootendorst rose is described as having foliage like a Rugosa, "blooms continously like the Baby Rambler, bright red, beautifully fringed in clusters." We are interested to see its fringed petals. The Rubus deliciosus is admirably reproduced in the glass flowers in Cambridge.

M. R. CASE.

Hillcrest Gardens, Weston.
May 27, 1922.

## JOHN WATSON IN A NEW POSITION

John Watson, formerly of Princeton, N. J., who has had a very active part



John Watson

in the American Nurserymen's Association, having been secretary for several years, has become associated with the Du Bois Press of Rochester, N. Y. In the new connection he expects to build up a good line of nursery business, as the Du Bois Press makes a specialty of catalogues and color printing. Mr. Watson is a man of unusual ability in many ways, being a particularly forceful writer and speaker. He ought to make a decided success of this new venture, and his many friends believe that he will.

## BOSTON GARDENERS' AND FLORISTS' CLUB PICNIC

Plans are rapidly taking shape for the annual picnic of the Gardeners' and Florists' Club of Boston, which will be held at East Milton, on July 20, beginning at 10.30 in the morning. As usual there will be a long program of sports, and refreshments will be provided. The officers hope that those members wishing to make contributions will do so as early as possible, and not wait until the day of the event.

Ladies' Night will be held at Horticultural Hall the evening of June 20. The program promises to be the best ever.

The New England Landscape and Tree Preservation Co., of New Bedford, is undertaking the laying out and improvement of some elaborate estates in Vermont, as well as in other sections of New England. Mr. Arthur M. Horn is the head of this concern, which is comparatively new.

## SAME OLD STORY

Moral: It pays to advertise.
Bill Jones refused to advertise,
He thought himself "too wondrous wise";
He said, "Instead, I'll take the chink
That I would spend in printer's ink
And save it for a 'rainy day,'
For advertising doesn't pay.
The people know I have the goods,
And if my store was in the woods
They'd wear a path up to the door,
For I've got bargains here galore
Although not strictly up-to-date
The price is right, at any rate,
And he who likes, his wares can shout,
But as for me—just count me out."
But time passed on, and so did Bill—
his business is no more;
A sign which reads "For Sale or Rent,"
is fastened on the door.
His neighbor, Smith, has got his trade,
(he doesn't handle "trash"),
The staff of clerks are on the jump,
with hardly time for "hash."
His novel "stunts" to get the "biz" are
known both far and near,
And when he comes to figure up—he's
always "in the clear."

*Every Reader of "Horticulture" Needs*

**DR. L. H. BAILEY'S**

**Standard Cyclopedia of Horticulture**

Six large quarto volumes. More than 3,600 pages. 24 full page exquisite color plates. 96 beautiful full page halftones. More than 4,000 text engravings. 500 Collaborators. Approximately 4,000 genera, 20,000 species and 40,000 plant names.

**IMPORTANT NEW FEATURES**

**KEY TO IDENTIFICATION OF PLANTS.** This is a device to enable one to find the name of a plant. The name thus found is quickly referred to under its alphabetical location, where full information will be found in regard to it.

**SYNOPSIS OF PLANT KINGDOM.** This is one of the most important features of the new edition. It constitutes a general running account of the classes, orders, and groups of plants, with a brief sketch or characterization of 215 of the leading families comprising those that yield practically all the cultivated plants. These family descriptions give the botanical characters; the number of genera and species and the ranges; a list of the important genera; brief statements in regard to the useful plants; and diagrammatic illustrations.

**ILLUSTRATIONS.** There are 24 colored plates; 96 full page half-tones; and more than 4,000 engravings which serve as guides in the text.

**THE GLOSSARY.** This is an analysis of all technical terms that are used in the work and in similar works. It comprises botanical and horticultural terms with brief definitions.

**TRANSLATION AND PRONUNCIATION OF LATIN NAMES.** In Volume I is inserted a list of between 2,000 and 3,000 Latin words used as species—names of plants, giving the English equivalent or translation and the pronunciation.

**CLASS ARTICLES.** Special effort has been made to secure the best cultural advices for the plants requiring peculiar or particular handling. Here are some of the titles of these articles; Ants; Autumn Gardening; Bedding; Diseases; Drainage; Floral Designs; Formal Gardening; Hotbeds and Coldframes; Insects; Landscape Gardening; Lawn Planting; Orchards; Rock Gardening; Subtropical Gardening; Tools and Implements; Village Improvements; Window Boxes, etc.

**GENERAL INDEX.** The final volume contains a complete index to the entire work, enabling the reader to locate volume and page of any subject he has in mind.

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*Further Particulars Sent on Request*

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# ADVERTISING AND SELLING

I wonder how many florists take pains to instruct their salesmen in all the branches of floriculture so far as it is possible for them to do so. This is a point which, although greatly neglected, is of immense importance. It is utterly impossible for any men or women to sell goods, whether they be flowers or something else, intelligently, forcefully and with confidence, unless they are thoroughly familiar with the line. A clerk is immediately at a disadvantage if he finds himself unable to answer his customer's question. His salesmanship loses its punch, and he probably loses his sale.

In any establishment big enough to hire outside help, it is worth while imparting as much information as possible about the way in which flowers and plants are grown, and especially about the varieties which are sold and their habits. Oftentimes clerks in a flower store are heard giving advice to their customers which is absurd on the face of it, and shows a lamentable lack of knowledge. This is a good way in which to lose customers, and a poor way in which to hold them. It may be possible to bluff through a situation, but the after effects are almost sure to be felt.

Florists will be wise to send their sales people through the markets, and out to the greenhouses from which their stock comes. If there could be classes for flower salesmen it would be of great benefit to the industry. Moreover, if florists would supply books on floriculture and trade papers for their help, their business would soon reflect the slight investment. It would be well worth while for florists to subscribe for the trade papers for all of their sales people and insist that these papers be read. As a matter of fact, many inexperienced salespeople develop a surprising interest in these matters when they have begun to familiarize themselves with them. And this interest is, of course, reflected in the work which they do. Genuine service is the only kind that makes customers feel that a particular store is the store for them to shop in, and this feeling is inspired only by helping the customer in every way possible to meet whatever problems may be bothering him.

A florist salesman should know the seasons of the different flowers and plants so that he will be informed as to when they will be in stock and when the stocks are likely to run low. This often makes it possible for a salesman to take orders ahead. A good salesman will also take pains to learn the preferences of his customers, which will go a long way towards helping the proprietor in his buying.

There are several ways in which store help may be inspired to learn their stock better. If you yourself as proprietor talk over these matters with them frequently and in an intelligent way it will start them thinking along these lines. Ask the new salesmen to listen to you when you are selling, and then take pains to adopt the plan which you wish them to use. Encourage your help to ask questions. It is well worth while to take advantage of the experience and research of others. In fact, you can perhaps learn something by asking questions yourself. Sometimes the results of years of study are told in a few words if the speaker be a specialist. One thing is certain. The man who knows his goods thoroughly, and can talk about them entertainingly, confidently and enthusiastically, will be the one to make the best show.

Much attention is being paid these days to store windows, not only the interior arrangement but also the location as respects the entrance. The shape of a store window may have a very definite effect upon the sales. The show window is of the greatest importance in increasing transient business, and this isn't concerned wholly with the goods which the window displays.

Many stores are finding increased value in vestibule windows, which are increasing in popularity. This is especially true with comparatively small stores which do not have a great amount of window space at their disposal. Vestibule windows have been known to increase the business of the store 25 per cent. Possible customers who get inside the vestibule and see something in the window which attracts their attention are much more likely to enter the store than if they see the same article from the outside. Moreover, during rainy weather the vestibule serves as a shelter for pedestrians. Passersby seeking refuge from a shower examine the merchandise displayed in the windows, and some of them are enticed into the store itself.

One concern which has installed one reason why they are so popular with store keepers is the fact that they popularize one of the oldest weaknessces of human nature—curiosity. Where the whole window front is visible at once there is no such stirring of curiosity. It is admitted that a good window is a great asset. That being true, if a good window can be bettered, it will become more of an asset than before.

## FLORICULTURAL NOTES FROM CORNELL

Lectures for the spring semester ended June 6th, and examinations are now in progress. At the close of the examination period several of the students will leave for practical work during the summer. Others will remain at the college for the courses given during the summer term. J. F. Larrabee and J. C. Curtis will be with F. R. Pierson at Tarrytown; H. P. Everts and R. B. Farnham on the Geo. W. Perkins Estate, Riverdale, N. Y.; A. H. Jackson at Fosgate Farms, Granbury, N. J., and J. H. Ford with A. L. Miller, Jamaica, N. Y.

Mr. H. A. Pratt, an instructor in the department, who has been working for F. A. Danker in Albany for three months, will resume his duties at the College, June 15.

David Murray, who has been superintendent of the college greenhouse for twelve years, has resigned to accept a more lucrative position as manager of the greenhouses of the Bool Floral Co., Inc. Mr. Murray has been very efficient in his management of the greenhouses, and most courteous in his associations with the students. His leaving is deeply regretted by both faculty and students.

## MR. PENN'S TRIBUTE.

Mr. Patrick Welch was a man of rare ability. When called upon for opinions and facts, he was ever ready to give unbiased views and had an unusual way of reasoning out the proper channel to pursue. He was a tower of strength in bygone days upon questions of natural importance to the Society of American Florists and the older generation would always look upon Pat Welch's advice with great favor.

He was a credit to the craft and will be missed as the years roll on.

HENRY PENN.

STANDARD BAY TREES
BOX TREES (All shapes and sizes)
Write for catalog.
N. F. McCARTHY & CO.
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# LOWELL

## LAWN AND GARDEN DRESSING

For

LAWNS, GARDENS, GOLF LINKS, PUTTING GREENS, TENNIS COURTS, ETC.

Packed in 5, 10 and 20 lb. Cardboard Boxes
50 and 100 lb. Bags

Odorless, Quick Acting, Superior to Sheep Manure

SPECIAL PROPOSITION TO FLORISTS

LOWELL FERTILIZER CO. 40 North Market St., Boston, Mass.


### HIGH COLOR IN FLOWERS

I feel to justify my partiality to high color among flowers, especially because some persons of exquisite taste, no doubt, have recently elevated their eye brows, and shrugged their shoulders, in unfeigned pity for one so uncultured as to express a predilection for the rich reds, yes, and the brilliant reds in flowers.

Doubtless my tastes are crude and childlike in this admiration of the reds. I have waded in a swamp, possibly at the risk of my life, over the tops of my rubber boots, especially worn for the occasion, to gather a few sprays of the Cardinal Flower, and proudly and triumphantly bore the precious beauties to my home, where they delighted all beholders. Would a white, or a pink, or a yellow flower, even if as rare, have created such a sensation?

I am free to confess to a weakness, if weakness it be, for the rich, attractive reds of the flowers. But I am not alone in this admiration. From my favorite window, which affords frequent views of glorious sunsets, and more simple views of my humble garden, I am often delighted to observe our too-rare visitors, the humming birds, poised on iridescent wings, while they sip their "tea" from the delicate cups of the incomparable Monarda.

I admire the chaste purity of a white rose. A pink Killarney has a refined beauty all her own. But a rose garden would not be complete without a red rose or two. Sweet peas of the lavender and other pale shades appear faded out to me, and seem to require a little high color to complete the picture.

And the peonies, with their long, long lists of the pink shades, dozens, yes, hundreds of them almost as like as peas in a pod. Is not that a little monotonous? Does it not cause longings to gaze on those single Japanese creations, which look like fragile chalices brimming full of rich wine? Even the now too-rarely seen "piney" of the old gardens makes its appeal to those few of us who are unsophisticated.

I have not written this in depreciation of all the beautiful shades between the white and the red. I have written it simply in defence against the pretentious attitude of those who see beauty differently. With all the beauty resident in the flowers, there is surely enough variety to satisfy all tastes. And I claim the right to especially admire the beautiful reds.

LOUIS GRATON.

Whitman, Mass.

### STARTING FERN SPORES

Fern spores, as everybody knows, are produced in great abundance and yet new fern plants are not usually numerous. There are many vicissitudes in the life of a sporeling and few come to maturity. The spores are so exceedingly minute and the conditions for growth are necessarily so exacting that young plants are easily discouraged. Those who grow ferns from spores find that great care must be taken in preparing the soil. Usually it is sterilized by baking and even then other low forms of life may overrun the young plants before they fairly get started in the world. Often the spores are sown on a block of peat which is kept moist and sheltered from the sun and wind. Noticing how frequently sporelings are found on the outside of flowerpots in the greenhouses, some growers stop up the hole in the bottom of a pot, fill the pot with water and sow the spores on the outside. The water seeps through just fast enough to give the proper amount of moisture. An improvement on this method is to hollow out one side of a soft brick and fill the hollow with sterile soil upon which the spores are sown. The brick is then placed in a saucer of water and "kept close" as the growers phrase it. This method of growing plants may also be followed in the case of minute seeds which are difficult to start in ordinary seed pans or flats.

—American Botanist

### NEWS NOTE

Mr. Arthur W. Williams has become head gardener for Miss Marian Roby Case, of Weston, Mass., having charge of Miss Case's unique farm called Hillcrest, where many town and city boys get exceptionally good training along out of door lines. Mr. Mezit, who has been winning many prizes for Hillcrest, remains at the farm.

The first greenhouse ever erected in Hawley, Pa., has just been completed for the Sands Bros. The work was done by the King Construction Co., of No. Tonawanda, N. Y. The greenhouse has already been stocked with sweet peas, snap dragons, roses and chrysanthemums. The business will be managed by Ralph Sands, assisted by Wendell Hale.




KENILWORTH
GIANT PANSY SEED
Kenilworth Mixture, 1000 seeds, 35c; ½ oz., 90c; ¼ oz., $1.65; 1 oz., $6.00.

All colors, separate or mixed, 1000 seeds, 30c; any 4 pkts. $1.00; ¼ oz., $1.30; 1 oz., $5.00.

CHAS. FROST Kenilworth N. J.

## George Watson's Corner

"You in your small corner and me in mine."

Harry F. Betz at D St. and Wyoming Ave. is still very much in the swim, and well to the forefront as a florist and nurseryman. His early experience at Dreer's, and other first class places, is standing him in good stead now, and helping to push him along. Of course, the man inside is the big thing; but the proper training counts also. Harry has them both, and has shown us. Not very grammatical but you know what I mean all right.

---

Samuel S. Pennock is some wizard on new phrases. Lately he has handed two good ones in "De Luxe Roses," and "Tango Sweet Peas." But he will have to look to his laurels. Here is a new one from Oklahoma. Gynecocracy. What do you know about that?

Plutocracy, democracy, autocracy, and other forms of government were ably analyzed by that ancient prince of philosophers, Aristotle, about a million years ago. His dictum in the final windup of his book, was that after carefully considering every system of government, was this that: "That form of government is best, which is best administered." There's a whole lot of truth in that, when you come to think it over. So we would like to ask what this brave and commanding lady from Oklahoma, Miss Alice Robertson, means when she says that "gynecocracy" is the only, only. We've had "meticulous" and the "epicene" and the "epigone" handed to us lately, by Dr. Deaver, and Conan Doyle, and others; but this Oklahoma stunt is, as Lady Astor might say, a "Tuck-a-Dunt." Dictionaries cost money, why not stick to the good old Mother Tongue.

---

Grakelow knows a lot about the science of advertising. Ross knows a lot also. Of course they take different ways of puting their ideas into practice. But they have both "got there," and everybody has to take hats off. Where would Harry Battles have been today if he hadn't used his own particular little science of advertising. He knew how, and said nothing to nobody. Today he is hobnobbing with King George in Piccadilly, and giving pointers to Gay Paree. The next thing we know, he will be in Tokyo, and handing a few to the cultured Japs. Look out for them. They don't miss much, and are liable to go us one better on the hundred yard stretch.

---

There's some bad grammar in the foregoing paragraph; but I guess you all know what I mean. Personality and character counts for a lot in the advertising game.

Of course, location has something to do with it; but not so much as many people imagine. John Habermehl has the Bellevue and Ritz both of them big propositions; but to a little man, without originality and personality, they would mean sure failure. It takes a big man to handle a big thing, in a big way, and make money out of it. So, in the long run, it's the man, and not the location, that counts. They will come through an untrodden wilderness to see a real genius. Who was it said that, some poet up in Massachusetts—about a hundred years ago. Whoever he was he spoke the truth.

As for the growers, every one thinks he is smarter than the other, and knows what variety to go in for. When all is over, a year later, he says what was it Lady Astor said in Chicago—"Punk-a-Dunt"—or, "I don't care a Tinker's Dam" or something like that. Well, that's me, I don't care a "Punk-a-Dunt" I'm going to try something else next year. In a case like that the wise physician would say to the rose grower—go in for carnations. And charge him the usual fee. They're all crazy. You might as well get their money, doc!

---

Patrick Welch not only left his mark on horticulture, but every touch he put on, during his forty years or more of active work, was all with an upward

We Are Headquarters for The BEST OF EVERYTHING in
PEAS, BEANS, CORN AND VEGETABLE SEEDS
Glad to quote for present delivery or on growing contract for future delivery.
JEROME B. RICE SEED CO. Cambridge, N. Y.

CARTER'S TESTED SEEDS
AND SPRING BULBS
All the finest quality at fair prices
1922 CATALOGUE NOW READY. SEND FOR COPY TODAY
CARTER'S TESTED SEEDS, Inc.
19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

PLANTS
FOR THE HARDY GARDEN
We have a splendid collection of the following varieties suitable for spring planting.
IRISES LILIES LARKSPURS
CAMPANULAS HOLLYHOCKS PHLOXES
Also Conifers and other Hardy Shrubs. Over 100 acres devoted to Nursery Stock. A complimentary copy of our 1922 Garden Annual mailed on request.
R. & J. FARQUHAR COMPANY
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BOBBINK & ATKINS
NURSERYMEN,
FLORISTS, PLANTERS
Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

TREES
PLANTS
PLANTING
Send for Illustrated Catalog
BRECK-ROBINSON NURSERY COMPANY
Lexington Mass.

Nephrolepsis Norwood
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
Philadelphia, Pa.

THE AMATEUR'S BOOK OF THE DAHLIA
By Mrs. Charles H. Stout
A Book to be Bought, Read and Recommended
The Latest and Best Book on Dahlias and Dahlia Growing
Price $3.00
HORTICULTURE PUB. CO.
Boston, Mass.

and forward tendency. While in a different sphere he had the enthusiasm of a Marshall P. Wilder in his chosen field, and his name will be long remembered. We must not forget that Boston has been a pioneer for many fine things, especially in horticulture, and Mr. Welch was a worthy standard bearer, in his particular line, and in his day and generation. So, in this our little bud of respect, love, and admiration, we speak of him as an honored compatriot—among the many who have adorned New England horticultural history for the past three centuries.

---

The Kelly St. Business Men's Ass'n, headed by its President, Louis Boss, did the Memorial Day honors on the 28th ult. by placing wreaths on their dear departed: Captain Clement at North Laurel Hill; Theodore Bird and John Allwood at West Laurel Hill; with the Kelly St. chorus and appropriate ceremonies. They would have liked to have gone further to Torresdale and Kellyville:—to memorialize other dear departed there, but time prevented. "The long day closes!" They did their best, and showed true feeling, in the way which we who are left behind love to express our emotions. Sing a song, drop a tear, and shed a rosebud; in memory of the loving hearts that have passed on.

---

We can only think of one man in the ring, when it comes to the question of roses. His name is Montgomery. Gurney Hill has made good. So has John Cook and a lot more; but Montgomery stands out, somehow, as a wonder. Some day if we ever get the time, we will write you the story; but space limitations forbid, just at the present minute.

Of course, we are talking only from the commercial standpoint. The money end. The amateur rosarian does not look on the rose world with the dollar in his eye. All he cares about is beauty and wonder. And he gets both—in the most inexhaustible degree. We call the rose the queen of flowers, and she certainly holds sway above all other claimants, no matter how you look at it.

---

Frank Adelberger was a recent visitor. He is still holding out on his old bailliewick at Wayne, Delaware County. Business is good; but he misses the good times we used to have around the old horticultural hall.

---

George Moss, our old Florist Club champion, is still in the ring, and keeping the bowling game up to the

GROWERS

HIGH GRADE PLANTS
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

Garden Seed
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. Woodruff & Sons
82 Dey St., NEW YORK and ORANGE, CONN.

MERRY GARDEN CULTIVATOR
Cost Me $250.00
Gears are stripped
Otherwise as good as new
Make an offer
GEO. N. SMITH
Wellesley Hills, Mass.

CHARLES H. TOTTY
Chrysanthemums
MADISON - NEW JERSEY

CEDAR ACRES
Gladioli and Dahlias
Booklets Free
B. HAMMOND TRACY, Inc.
Wenham, Mass.

WILLIAM SIM
CARNATIONS
Cliftondale Mass.

SEEDS AND BULBS

**JAPANESE HARDY LILY BULBS**

JAPANESE LILIES Planted now will furnish tip-top cut-flower material at a time when good stock is almost invariably scarce.

MAGNIFICUM AND RUBRUM—10 to 12 inch—Per 25, $6.00; per 100, $21.00; per case, 100 bulbs, $21.00.

IDEAL FOR PERENNIAL BORDER

GIGANTEUM—6 to 8 inch—Per 25, $4.00; per 100, $14.00; per case, 400 bulbs, $47.50.

**AMERICAN BULB COMPANY**
172 N. WABASH AVENUE
CHICAGO

"For immediate shipment, Rams Head Brand Pulverized Sheep Manure, Ground Fertilizer Bone, Ground Tankage. Agricultural Chemicals. Catalogues and prices on application."

**JOSEPH BRECK & SONS, CORP.**
SEEDSMEN
51-52 NORTH MARKET ST.
BOSTON, MASS.

**Burpee's Seeds Grow**
Wholesale Price List for Florists and Market Gardeners
**W. Atlee Burpee Co.**
Seed Growers Philadelphia

TWO NEW SALVIAS
(Novelties)

Salvia, White Bonfire. Salvia, Salmon-Pink Bonfire. 2-inch pot plants, January delivery and later. 1 dozen for $3.50, 25 for $8.00; 50 for $10.00; 100 for $20.00.

NEW GERANIUMS

Red Barney, Brilliant Red. 2¼-inch pots ready November 10th. $4.00 per dozen, $25.00 per 100.

Mrs. Geo. E. Buxton, Double Rose Pink, 2¼-inch pots ready December. $15.00 per 100, $125.00 per 1000.

| | 100 | 1000 |
|---|---|---|
| Nutt, Buchner, Rooted Cuttings | $3.00 | $27.50 |
| Poitevine, Richard, Rooted Cuttings | 4.00 | 35.00 |
| Nutt, Buchner, 2¼-in. pots | 6.00 | 55.00 |
| Ricard, Poitevine, Montmore 2¼-in. pots | 7.00 | 65.00 |
| Mrs. Lawrence, 2¼-in. pots | 7.00 | 65.00 |

Ask for Prices on Other Varieties
Ask for Complete List of Seeds, Bulbs and Plants

**ROMAN J. IRWIN**
IMPORTER
43 WEST 18th STREET, NEW YORK

*When writing to advertisers kindly mention HORTICULTURE*

front in the sporting world. He manages several important alleys in the central part of the city, and handles the game and the boys with true spirit. As long as George has any say the faking element so strong in many of the amateur bunches of the present day will never find any standing.

---

C. U. Liggit reports that the St. Leonard Farm Co. have switched crops for the coming season from miscellaneous to roses. They will grow mostly Premier, Butterfly, Golden Ophelia, and Double White Killarney.

---

### ORIGIN OF THE PEONY

Peony plants were originally imported into western Europe from the north of China and the southern part of Siberia in the latter half of the seventeenth century, and later were introduced into the American colonies. There is no doubt that in the earlier days the florists of European countries improved the peony by selection, special culture and the chance fertilization of seedlings. But it was not until 1808 that the first light pink, the nearly white white Queen Victoria, also called Whitelil, was placed upon the market and is still popular both in European countries and the United States and Canada.



Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
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Re-selected Strains in Seeds
Improved Styles in Implements
Catalogue upon Application
16 So. Market Street
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**SEEDS, PLANTS AND BULBS**
**Horticultural Sundries**
166 W. 23rd St., New York

**McHUTCHISON**
**& CO. offers**

IMMEDIATE SHIPMENT

VALLEY PIPS, Berlin selected forcing pips.
LILIUM GIGANTEUM, 7-9 inch, from cold storage.
BAMBOO CANES, natural and dyed green, all sizes, bale lots only.
RAFFIA, natural or colored, dependable brands, 25 lbs. up.

LATER SHIPMENT

FRENCH BULBS, Paper Whites, Roman Hyacinths, etc.
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MANETTI STOCKS, suitable for greenhouse grafting.
DRACAENA CANES, Fall shipment.
FERNS IN FLATS, suitable for fern dishes.
VALLEY PIPS, for direct import from Germany.
LILY BULBS, Giganteum, Formosum, hardy varieties, F. O. B. New York, Chicago, Denver, Seattle, etc.
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CYCLAMEN SEEDS, finest German strain.
ROSES NXN for forcing, in best varieties.
CHINESE SACRED LILIES, etc., etc.

Write for prices and details on business stationery, specifically stating your requirements.

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95 CHAMBERS STREET
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**Cyclamen Seed**

both German and English. Finest strain obtainable, all colors, $12.00 per 1000.

PANSY SEED — None superior, $6.00 per ounce.

Write us for complete list of BULBS, PLANTS, SEEDS.

**S. S. SKIDELSKY & COMPANY**
53 PARK PLACE
NEW YORK

**STUMPP & WALTER CO.**
**SEEDS AND BULBS**
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"The Telegraph Florist"

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AMERICA'S FOREMOST FLORIST

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Established 1847
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Deliveries of Flowers and Plants in FALL RIVER and contiguous territory.

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The simplest and best device on the market for securely fastening cut flowers, sprays and designs.

$1.75 per box of 500

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Deliver orders from any part of the country to
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The name "Malandre Brothers" on a box of flowers is a Guarantee of Quality. Orders from other cities receive our personal attention.
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NEW YORK'S FAVORITE FLOWER SHOP
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ANDERSON service means fresh, sturdy Stock and prompt deliveries in BUFFALO, LOCKPORT, NIAGARA FALLS and WESTERN NEW YORK.
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Flowers and Nursery Products
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We are well equipped to handle your orders.
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Artistic Designs . . .
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We cover all Michigan points and good sections of Ohio, Indiana and Canada. Member Florists' Telegraph Delivery Association

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18 RAILROADS
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FLOWERS The Best at The Lowest
The Largest Popular Price House in Philadelphia

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Send orders to
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Orders from all except members of the F. T. D. must be accompanied by remittance.

400,000 FEET OF GLASS
JOY'S
Nashville, Chattanooga, Atlanta

The Far-Famed Flowers of
TORONTO
Delivered on mail or telegraph order for any occasion, in any part of the Dominion

JOHN H. DUNLOP
8-10 West Adelaide St.
TORONTO, ONT.

The Rosendale Flower Shop
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No order too large for us to fill, none too small for consideration.
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Joseph P. Gettings, Prop.

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Wholsale Commission Florists
55 and 57 West 26th Street
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THE KERVAN CO.
Fresh Cut Decorative Evergreens
Highest Standard of Quality. Largest Stock in America. Write for Illustrated Catalog of Greens and Florists' Supplies.
119 W. 28th St., NEW YORK

DURING JUNE
we offer you a large supply of very fine
Easter Lilies
in bud or all open flowers
$20.00 per 100
The LEO NIESSEN CO.
WHOLESALE FLORISTS
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We Want More Shippers
We have a numerous clientage of New York City buyers and the demand exceeds our supply. This is especially true of Roses. We have every facility and abundant means and best returns are assured for stock consigned to us.
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FOR SALE—Old and New Varieties, **Miss Helen Franklin's Prince of Wales, Lily White, Orange Glory, Crimson Glow, Louise, Evelyn Kirkland, Herada, Rouge Torch, Christine M. Kelway, America, Holly, Mrs. F. King, Ida Van, Cracker Jack, Mrs. F. Pendleton, Schwaben, Peace** and many other Large Bulbs. Planting Stock and Bulblets. Send for Price List. Thomas Cogger, Gladioli Grower, Melrose, Mass.

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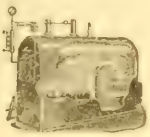
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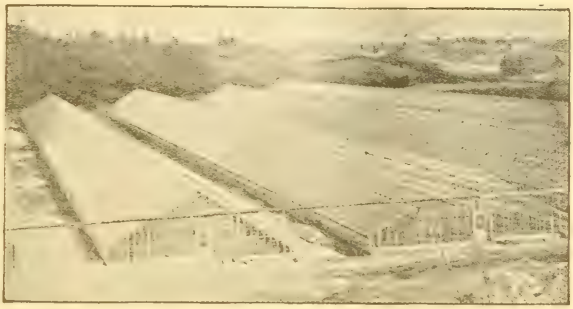


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| [illegible] | [illegible] in. | $0.55 | $4.00 | $29.00 |
| [illegible] | 18 in. | .90 | 7.75 | 55.00 |
| [illegible] | 16 in. | 1.85 | 21.00 | 167.00 |
| [illegible] | 14 in. | 1.50 | 17.25 | 136.00 |
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Years ago they decided he would kill himself if he kept on working the way he was. But he kept right on, and kept right on making money, and kept right on building bigger and bigger houses.

Jimmy is into everything—himself

He says, "That's how I get everything there is in everything."

He also says: "Some day, after I get my range built as I have planned to do, then I'll do some sitting back and see to it that the other fellow works."

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Furthermore, when he gets the range completed that he has planned for, he will go right on building just the same.

His last house is one of our top-notch Full Iron Framers, 66 feet wide and 170 feet long, built especially for sweet peas.

So satisfied has he been with everything we have built for him, that when his neighbor, Henry Schnitzpahn, thought of building, Jimmy saw to it personally that he came to the right firm.

As a result, we are just completing two houses, each 46 feet by 207 feet, for the neighbor.

We'll soon show you photos of them, and tell you all about it.

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June 26, 1922

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We offer the following extra strong plants, own root stock, out of 3½-inch pots Francis Scott Key, Mme. Butterfly, Columbia, Premier and Mignon

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We wish to call particular attention to our fine stock of Ferns which we are offering at this time

NEPHROLEPIS Victoria (The Victory Fern) A beautiful, new crested form of Teddy, Jr., nice plants, 3½ inch pots, 25c to 35c each, 6-in., 75c to $1.00 each 7 in., $1.50 each

NEPHROLEPIS elegantissima. Large specimens, 10 in., $4.00 to $5.00 each.

NEPHROLEPIS elegantissima compacta. 3½ in., 35c to 50c each large specimens, 8 in., $2.00 each 10 in., $4.00 to $5.00 each

NEPHROLEPIS Muscosa. 3½ in., 35c to 50c each 5 in. 75c each, 6 in., $1.00 each.

NEPHROLEPIS Dwarf Boston. 6 in., 75c each; 8 in., $2.00 each.

Packing added extra at cost.

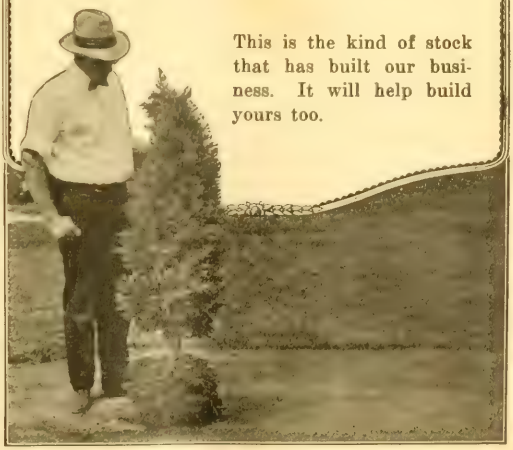
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We have been OVER FIFTY YEARS in DEVELOPING the CHERRY HILL STRAIN of PEONIES KNOWN the WORLD OVER FOR their HARDINESS, VIGOR OF GROWTH, FREEDOM FROM DISEASE and FREE BLOOMING QUALITIES.

At the INTERNATIONAL PEONY SHOW, LONDON, ONTARIO, June 16-17, WE WERE for the third time during the past four years AWARDED the AMERICAN PEONY SOCIETY'S GOLD MEDAL for the BEST COLLECTION of ONE HUNDRED VARIETIES of PEONIES. Also a SILVER CUP FOR the LARGEST and BEST DISPLAY of PEONIES RATING at 9.0 and OVER, as well as FIRST PRIZE for the BEST PEONY IN THE SHOW.

At the MASSACHUSETTS HORTICULTURAL SOCIETY'S SHOW June 18-19 WE WERE AWARDED a SILVER MEDAL FOR the MOST MERITORIOUS DISPLAY of PEONIES.

FOUR BRONZE MEDALS, SIXTEEN SILVER MEDALS, SIX GOLD MEDALS, besides over one hundred first prizes during the last 25 years, SHOULD be SUFFICIENT PROOF THAT OUR PEONIES HAVE the HIGHEST QUALITY.

*SEND FOR OUR CATALOG*

## Cherry Hill Nurseries

(T. C. Thurlow's Sons, Inc.)

NOT OPEN SUNDAYS WEST NEWBURY, MASS.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

Vol. XXXV JUNE 26, 1922 No. 12


# INTERNATIONAL PEONY SHOW

## Gold Medal and Silver Cup Won By the Cherry Hill Nurseries

This year for the first time the International Peony Show, conducted by the American Peony Society, was held in Canada. The place chosen for the exhibtion was London, Ont., which might be called the Peony City, as peonies grow there to perfection, and are found in all its gardens. Opening on Friday, June 16, it continued through the next day, being attended by great numbers of people. In many ways it was the most successful show ever held by the Society. The good people of London made the best of hosts. They were on hand with trucks to convey the peonies from outside sources as soon as they arrived at the railroad station, and the officials of the city gave the visitors a very warm welcome. Some fifty thousand blooms were shown, many of them by local exhibitors.

The most notable display from the States was that of the Cherry Hill Nurseries, West Newbury, Mass., which sent a carload of flowers and staged a remarkable exhibit. The Cherry Hill Nurseries won not only the American Peony Society's gold medal for a collection of not more than 100 named varieties, but also the silver cup presented by the Movilla Gardens for a collection of double peonies, one of each, rating at 9.0 and over by the latest Symposium. Other exhibitors from the States were Henry S. Cooper, Kenosha, Wis., A. P. Saunders, Clinton, N. Y., L. R. Bonnewitz, Van Wert, Ohio, and T. F. Donahue, Newton Lower Falls, Mass.

Canadian growers fared well in the distribution of awards. Mr. J. C. Fairley of London won the second prize for the best bloom in the show, the first prize going to the Cherry Hill Nurseries for Avalanche. In this connection it is interesting to note that the Cherry Hill Nurseries won second prize with Avalanche at the International Show in Boston last year.

Miss M. E. Blacklock, of Meadowvale, Ont., was a consistent winner in several classes, as were T. H. Hill, of London, & S. F. Wood, H. M. Rolph of Markham, Ont., exhibited a table of Japanese peony seedlings which won honorable mention and attracted much attention. A variety called Gypsy, rose colored with a center of soft yellow, was especially fine. Secretary Saunders also showed some splendid Japanese peonies of unusual beauty.

Canadian growers as a rule are more familiar with European varieties than with those common in the States. They were particularly interested in the flowers shown by the Cherry Hill Nurseries. Walter Faxon seemed to be the favorite, and was discussed more perhaps than any other bloom shown, not excepting Avalanche, which was given first prize. The rose tinted and fragrant variety H. A. Hagen perhaps came next. Many people inquired why this wonderful variety is credited with only seven points in the Symposium. The only reply that could be made was that those who made up the Symposium had not seen it at its best.

Cherry Hill Nursery seedlings, Katherine Havemeyer, Pride of Essex, and Pres. Wilson, attracted much attention from American members of the society, as well as from Canadians.

Mr. Donahue exhibited a new pink variety called Mrs. C. S. Minott.

Among the best of the blooms with which Cherry Hill Nurseries won the gold medal in class No. 1 were Albert Crousse, Comte de Gomer, Avalanche, Enchantresse, Pierre Duchatre, Tourangelle, Mme. Geissler, Jeanne Gaudichau, Victorie de la Marne, Marie.

The awards in the other classes were as follows:



Harry A. Norton's Canadian Peony Garden

Class 2, collection of 10 named varieties, double. Cherry Hill Nursery first with blooms that included Alfred de Musset, Walter Faxon, Eugene Verdier, Claire DuBois, Albert Crousse, H. A. Hagen, Mme. Jules Dessert, Pride of Essex, Mont Blanc, Therese. M. E. Blacklock was second.

Class 3, 20 blooms, double white or cream. Miss M. E. Blacklock, first, with Mme. Emile Lemoine. T. H. Hill, second, with Baroness Schroeder.

Class 4, 20 blooms, double, named, light pink or pink and cream. Miss M. E. Blacklock, with Venus; Cherry Hill Nurseries with Sarah Bernhardt.

Class 5, 20 blooms, double, dark pink. T. H. Hill, with Mme. Forel. Miss M. E. Blacklock with Claire Dubois.

Class 6, 20 blooms, double, named, red or crimson. Miss M. E. Blacklock with Felix Crousse. T. H. Hill with Louis Van Houtte.

Class 7, 6 specimen blooms, double. Henry S. Cooper with Marie Lemoine. A. P. Saunders with La Perle.

Class 8, best flower in the show. Cherry Hill Nurseries with Avalanche. J. C. Fairley with Solange.

Class 10, Japanese and single varieties. H. M. Rolph. S. F. Wood.

Class 13, collection of new varieties. A. P. Saunders. L. R. Bonnewitz

Class 14, best bloom of each variety. "La France," A. P. Saunders, Clinton. "La Lorraine," W. H. Thurlow, West Newbury. "Kelway's Queen," A. P. Saunders, Clinton. "Miss Salway," A. P. Saunders, Clinton. "Bayadere," A. P. Saunders. "Venus," H. Hartley, London. "Mont Blanc Lemoine," Cherry Hill Nurseries.

Class 15, seedling class. A. M. Brand, Fairboult, Minn., Nos. 20-22, 20-27, 20-23. Honorable mention for seedlings of Cherry Hill Nurseries, West Newbury, No 19, Katherine, Havermeyer, President Wilson, 12. Honorable mention, Prof. A. P. Saunders, No. 8-77. Special mention, Japanese seedling exhibition, H. M. Rolph, Markham, Ont.

Class 20, collection of double peonies rated at 9.0 and over. Cherry Hill Nurseries with La France, Tourangelle, Edwin C. Shaw, Le Cygne and Mme. Jules Dessert.

Class 30, collection of not over 50 named varieties, double. S. F. Wood, F. L. Green, T. F. Donahue.

Class 32 b, Best 2 flowers of Jeannot. Second, S. F. Wood. No first.

Class 32 d, Best 2 flowers of Le Cygne. Dr. Brethour, Toronto. Jas. H. Howarth.

Class 32 e, Best 2 flowers of Milton Hill. Jas. C. Fairley.

Class 32 f, Best 2 flowers of Solange. Jas. C. Fairley.

Class 32 g, Best 2 flowers of Therese. H. Hartrey, second.

Class 33, collection of 10 named varieties, double, 3 blooms. Jas. H. Howarth of Toronto, with Frederick Mitras, Ginette, Alsace Lorraine, Philipe Riviere, Evangeline, M. Jules Dessert, Auguste Dessert, Le Cygne, Bennet Ruilton. Second, Dr. Brethour.

Class 34, vase of peonies arranged for effect. Dr. Brethour. James H. Howarth.

Class 35, vase of 15 blooms, double. Dr. Brethour, with Sarah Bernhardt. S. F. Wood, with Albattre.

Class 40, collection of 6 varieties, double. John Peachey, Brantford, Ont. W. E. Saunders, London.

Class 41, vase of three blooms, white, double. James C. Fairley, with Courronne d'Or. K. Casselman with Courronne d'Or.

Class 42, vase of three blooms, light pink or pink and cream. John Peachey, first. W. E. Saunders, second.

Class 43, vase of three blooms, dark pink, double. John Peachey, first. Edward Wyatt, second.

Class 44, vase of 3 blooms, red or crimson, double. John Peachey. H. Wilkins, London.

Class 45, collection of 6 varieties, 2 blooms. John Peachey, first.

Class 50, 12 blooms in 2 varieties, double. Dr. R. M. Schnarr of Kitchener, with Sarah Bernhardt and Marie Lemoine. Dr. Brethour with Albattre and M. Chas. Levque.

Class 51, 6 blooms, double white. Dr. Schnarr with Marie Lemoine. S. F. Wood with Mme. Emile Lemoine.

Class 52, 6 blooms, double, light pink. Dr. Schnarr with Sarah Bernhardt. S. F. Wood with L'Indispensible.

Class 53, 6 blooms, double, dark pink. S. F. Wood with Mme. Bollet. Dr. F. G. Brethour, second.

Class 54, 6 blooms, double, red or crimson. S. F. Wood with Delachai.

Class 82, 3 blooms Mlle. Lenoie Calot. S. F. Wood.

Class 83, 3 blooms M. Jules Elie. Edward Wyatt, London.

Class 84, 10 named varieties, one of each. S. F. Wood, first. W. E. Saunders, second.

Class 85, collection of 6 varieties, white or cream. S. F. Wood with Avalanche, Bertrade, Marie Lemoine, La Rosiere, Blanche, M. Dupont.

Class 86, collection of 6 varieties, pink. S. F. Wood with Jeannot, Marguerite Gerard, La France, Modele de Perfection, Mme. Forel, Mme. Jules Dessert.

Class 87, collection of 6 varieties, red. S. F. Wood with Ed. Forest, Pierre Dessert, Karl Rosenfield, Felix Crousse, Augustin d'Hour, Delachai.

Class 88, 6 blooms, one variety, white or cream. H. Hartrey with Courronne d'Or. W. A. Ruse, London, with Marie Lemoine.

Class 89, 6 blooms, one variety, pink. H. Hartrey with Venus. Second, S. F. Wood.

Class 90, 6 blooms, one variety red. S. F. Wood.

Class 91, one specimen bloom, best flower in section, for a silver cup donated by Mr. E. Underhill, London. S. F. Wood with Albert Crousse.

Class 92, Perennials. Miss Maude Hill.

The judges were Bertrand H. Farr, Wyomissing, Pa., H. A. Norton, Ayers Cliff, Que., A. H. Fewkes, Newton Highlands, Mass., James Boyd, Haverford, Pa., A. M. Brand, Faribault, Minn., and A. P. Saunders, Clinton, N. Y.

### Officers Elected

Pres. A. H. Fewkes presided at the annual meeting and introduced Mr. W. E. Saunders as toastmaster, who called upon a number of well known peony growers present. The report of the secretary showed that ninety members had been admitted during the past year. The treasurer's report showed an increase in the financial balance of from $2,800 to $3,500.

The following officers were elected: President, A. H. Fewkes, of Newton Highlands, Mass.; Vice-president, Winthrop H. Thurlow, of West Newbury, Mass.; Treasurer, Dr. W. E. Upjohn, Augusta, Mich.; Recording secretary, W. F. Christman, Minneapolis; Corresponding secretary, W. E. Saunders, London, Ont.; Director, James Boyd, Haverford, Pa.
as corresponding secretary.

Prof. A. P. Saunders retired from the office of secretary as he is going abroad in September.

A. M. Brand of Minneapolis invited the society to meet in that city next year, and read many letters from women's clubs and other organizations supplementing his invitation, which the society voted unanimously to accept.

## FLOWER MARKET SITUATION

### Directors Empowered to Select Site—Capital Stock Increased

At a meeting of the stockholders of the Flower Market in Boston, Tuesday night, considerable progress was made. The directors were empowered to purchase or lease a site for the new market house. The matter of choice was left to their discretion. A vote of confidence was passed in the committee which had been passing on the various sites considered. The by-laws were so amended as to make possible the transfer of the stock from the Cooperative Market to the Flower Exchange. Another important vote was that to increase the capital stock from $20,000 to $250,000. The directors were authorized to issue this stock as they might deem wise.

## ALLAN W. PEIRCE MARRIED

Allan Wyman Peirce, son of Mr. and Mrs. E. Allan Peirce, of Waltham, a well known young florist associated in business with his father, was married recently to Miss Lillian May Roberts, of Lexington. The ceremony took place at the home of the bride's parents, with two clergymen taking part. Miss Alva Lind of Lexington was maid of honor and Nathan Smith of Waltham best man. Spring flowers were used lavishly for the wedding decorations. The young couple left for a wedding trip to Maine, and after their return will live at 331 Waverley Oaks Road, Waltham. An interesting feature of the occasion was the fact that the wedding took place on the 23d anniversary of the marriage of the groom's father and mother.

## THE MARKET

The flower market has improved greatly during the past week. Roses are bringing from 4 cents up to 20 cents, according to variety and grade, and Hadley is selling at 25 cents. The stock of long stemmed roses is rather short. Carnations are selling for 1 and 2 cents, with 6 cents for Laddie. Lilies of the valley are in strong demand and none too plentiful

**IRIS AND PEONIES**

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground:

**Darius, Dr. Bernice, Halfdan, Ingeborg, Loreley, Mme. Chereau, Mithras, Mrs. G. Darwin, Mrs. H. Darwin, Sherwin Wright, Walhalla, Walneriana.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

## BOSTON PEONY SHOW

### Silver Medal Won by Cherry Hill Nurseries for Its Handsome Display.

The Peony Show at Horticultural Hall, Boston, June 17 and 18, was made a success through the enterprise of the Cherry Hill Nurseries, of West Newbury, which prepared a very attractive display, filling a large part of the hall, as well as entering many of the separate classes. It was, practically speaking, a Cherry Hill Nursery Show, although some excellent peonies were shown by several other exhibitors. A few well grown roses were also shown in advance of the Rose Show this week, and Miss Marian Roby Case, of Weston, had a splendid exhibit of fruit and vegetables, including many varieties of strawberries.

The Cherry Hill display was staged by Mr James R Wheeler, who is no novice at this work. The walls were banked with cedars, and cedar sprays were used to set off the great baskets of peonies. A display of this kind does much to make a flower show popular with the general public.

Mr. D. C. Stranger lectured on "Peonies and Peony Growing" both Saturday and Sunday afternoons.

The awards were as follows:

#### Herbaceous Peonies

Collection of 20 named varieties, double, one flower of each: 1st, T. C. Thurlow's Sons, Inc. Collection of 10 named varieties, double: 1st, T. C. Thurlow's Sons, Inc. Collection of 12 named varieties, Japanese single: 1st, T. C. Thurlow's Sons, Inc. Collection of 6 named double varieties, White: 1st, T. C. Thurlow's Sons, Inc. Collection of 6 named double varieties, Rose Pink: 1st, T. C. Thurlow's Sons, Inc. Collection of 6 named double varieties, Salmon Pink: 1st, T. C. Thurlow's Sons, Inc. Collection of 6 named double varieties, Red or Crimson: 1st, T. C. Thurlow's Sons, Inc. Collection of 12 named varieties, double: 1st, T. C. Thurlow's Sons, Inc. Collection of 6 blooms, Pink, one variety (For amateurs only): 1st, Wilton B. Fay; 2d, Robert C. Morse. Collection of 6 blooms, White (For amateurs only): 1st, Wilton B. Fay; 2d, Wilton B. Fay. Collection of 6 blooms, Red (For amateurs only): 1st, Wilton B. Fay; 2d, Robert C. Morse. For the most meritorious display of Peonies arranged for effect: T. C. Thurlow's Sons, Inc., a Silver Medal.

#### Gratuities

Wilton B. Fay, display of Peonies. Henry Stewart, display of Roses. Henry Stewart, display of Sweet Williams.

#### Vote of Thanks

T. C. Thurlow's Sons, Inc., general display. Walter Hunnewell, Estate, display of Roses. Hillcrest Gardens, general display of vegetables and flowers.

#### Honorable Mention

Hillcrest Gardens, Strawberries.

## GARDENERS' AND FLORISTS' CLUB OF BOSTON

Ladies' Night of the Gardeners' and Florists' Club of Boston, held at Horticultural Hall, Tuesday evening, was a great success. The attendance was very large, and one of the best programs ever listened to in the hall was given under the direction of J. C. Harris, of Penn's. It included numbers by the Swedish Glee Club, a violinist from the Boston Symphony Orchestra, the Philharmonic Trio of Boston, a pianist and a soloist. A special feature was the dancing of Marjorie Messer, a little miss from Peabody, who came on the stage in a paper rose bud, from which she emerged as the bud opened. It was a rare treat for all present, and at the close of the concert Mr. Harris was given a warm vote of thanks.

A few minutes were given to business previous to the concert, four new members being admitted and a committee consisting of Henry Penn, Thomas Roland and W. R. Nicholson being appointed to draw up suitable resolutions on the death of the late Patrick Welch.



—Photo by Ambuter

**Peony Exhibit at Horticultural Hall in Boston**

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**Says Sam: Nobody knows the joy of loafing like the man who works for it.**

**A Good Creed** Mr. Benj. Hammond, of Beacon, N. Y., who is ever alert in all matters which have to do with boys and girls, sent out attractive cards on Flag Day, containing a picture of the Flag, a poem and a sentiment of his own. Mr. Hammond preaches Americanism for every boy and girl in United States. The creed which he sets before them is: "Respect every-day labor. Cultivate the virtues, fidelity, patience, industry and fearlessness. Protect and help the weak. Sympathize with the suffering. Whatever your duty is, do it well. Keep your promises. Pay your debts. And be polite to all." If all boys and girls, their daddies and their grandads should subscribe to this creed, the world would be a better place to live in, and a mighty sight more comfortable to do business in. We like the way in which Mr. Hammond gets at the consciousness of the rising generation in the ways like his Flag Day card, and in his general garden program. It shows that he is looking well into the future.

**Florists and The Shows** It is a rather lamentable fact that the florists as a rule give very little attention to the flower shows in their home towns. In many instances they do not even take the trouble to attend any of these shows from one year's end to the other. It is impossible for them to realize, apparently, that the shows may become a very active agency for the expansion of their business. It is almost certain that in any other line of industry opportunities of this kind would be siezed upon with avidity. Prizes would be offered, for example, and displays would be made.

Just what a show can do for the florist industry was made apparent by a statement of Philip Breitmeyer at the International Peony Show in London, Ont. Mr. Breitmeyer said that before the American Peony Society held its exhibit in Detroit the sales of peonies on the part of the florists were few. In his own store, he thought he was well stocked if he had 200 flowers. Following the show the demand for peonies began to grow, so that now he is selling many times the number of blooms which he formerly put out, and keeps several hundred dozen in stock. Mr. Breitmeyer is convinced that the peony show was a very great factor in increasing the business of the florists of Detroit. The situation is one which no doubt can be duplicated in many other cities. In the flower shows the florists have a vehicle for publicity which they are unfortunately overlooking.

## EDITORIAL BRIEFS

So far the florists have done little worrying about the coal situation. A few have stocked up, and many have a little coal left over from last year. The rest, like the general public, are waiting to see what develops, although, of course, due to the fact that they use soft coal, they are better off than the public as a whole.

If hail storms continue as frequently in New England as has been the case in the last two years, it is safe to say that much more hail insurance will be taken out. The cost of replacing glass is not small. After the recent storm in Boston, both flower growers and vegetable growers were in Boston at 6 o'clock in the morning to get the first supply of glass, and there was a genuine run on the wholesale glass houses.

Peonies are fast coming to rival the rose in popularity. An unprecedented number of peony shows were held this year, and many orders are already being placed for fall delivery. There are few flowers which are grown on so large a scale. Private growers are not satisfied unless they have all the good varieties. In the garden of E. C. Shaw at Akron, Ohio, 20,000 blooms were counted this season, it is said, and Mr. Shaw is only one of many amateurs growing peonies on an extensive scale.

Undoubtedly weather conditions had a serious effect on the sweet pea exhibit at Horticultural Hall, Boston, Saturday, June 24, in connection with the annual meeting of the American Sweet Pea Society. At Newport, R. I., where some of the finest sweet peas are grown, the flowers had passed their prime a week ago. In seasons like this it is almost impossible to set a satisfactory date for a flower show of any kind.

When Representative John Kissel asked Congress to make the daisy the national flower, he would have been better off if he had not inserted the botanical name in his bill. He specifies Bellis perennis, which shows that he is barking up the wrong daisy, so to speak. Bellis perennis is, of course, the little English daisy which grows along with pansies in the spring, while what he has in mind is the common white daisy of the fields and waysides. As a matter of fact, this latter daisy is not a native American, having been introduced long ago from Europe. We believe that after the Congressman has made a little further investigation he will quietly withdraw his daisy bill.

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Good strong stock, ready July 1st.
3-inch pots, $45 per 100.

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2¼-inch pots, $6.00 per 100, $50.00 per 1000.

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## S. A. F. & O. H. Department

### KANSAS CITY CONVENTION AUGUST 15-17

From reports received, it would seem that a few prospective exhibitors in the Trade Exhibition have the idea that all the space in the Exhibition has been sold. This is not the case. The floor of the Exhibition Building is so laid out that there is a large oval space in the center, with arcades at the east and west. The space in the oval is, as has been announced, all reserved, but there are several very good locations still to be had in the arcades, none of them at a disadvantage in comparison with the other locations. Prospective exhibitors, therefore, are urged to send in their applications for space without delay, and may rest assured that with promptness on their part they will be accommodated with reservations.

All exhibitors are advised that any decorative material, coverings, etc., used on their exhibits must be fireproofed. This is not a regulation of the Society, but of the Fire Department of Kansas City. Indeed, it is a requirement in all cities of the first class. Exhibitors who carry such material with their exhibitions would find it advisable to have the fireproofing done before shipment, thus avoiding much trouble and delay.

#### Railroad Rates

Members and delegates, and dependent members of their families, journeying to Kansas City, will be able to purchase round trip tickets at the rate of one fare and one-half on the identification certificate plan, good via the same route in both directions only. Return tickets must be validated at Kansas City by ticket agents at the regular ticket offices of the lines for which they are issued, on any date to and including final return limit, providing a train selected reaches the original starting point prior to midnight of the date limit. Certificates will be furnished on application to the Secretary of the S. A. F. & O. H. One certificate will suffice for each member, and includes the dependent members of his or her family. These certificates should be properly filled out before presentation to the Ticket Agent.

### FLOWER SHOW AT NEW BEDFORD

A combined rose and peony show was held at New Bedford, Mass., June 14 and 15. A very extensive peony exhibit was made by T. C. Thurlow's Sons, covering three tables, and including 90 varieties brought from West Newbury by truck. Several fine seedlings were included. Leonard J. Hathaway made an extensive exhibit of peonies.

The principal rose exhibitors were Andrew J. Fish and Mrs. R. N. Gibbs. Mrs. Gibbs's collection included 25 hybrid tea climbers. Mr. Fish had nearly a hundred vases, and his display included the new Paul's Scarlet Climber, and the still newer Mary Wallace, the creation of Dr. Van Fleet, which was named at Portland, Ore., on the same day of his funeral. Mr. Fish also showed Dr. Huey, a very dark red, semi-double climber. The judges were Peter Murray and Z. R. Pinault.

Mrs. William W. Edgar, of Waverley, and her two daughters are soon to sail for Europe. They will make a trip through England and Scotland, and then go to the Continent, coming back about the middle of September.


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## Pansy Seed

Michell's Giant Exhibition, Mixed. A great strain, which for size of bloom, heavy texture and velvet colors and shades cannot be surpassed. ¼ gr pkt 30c, ½ pkt 50c, ¼ oz $1.25, oz $2.00.

Giant Trimardeau, Mixed. Large flowering and choice colors. Tr pkt 30c, oz $2.25, $8.00 per ¼ lb.

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| | Tr pkt | Oz | ¼ lb |
|---|---|---|---|
| Azure Blue | $0.10 | $2.50 | $9.00 |
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| Emperor William | .10 | 2.50 | 9.00 |
| Hortensia Red | .10 | 3.00 | 11.00 |
| King of the Blacks | .10 | 2.50 | 9.00 |
| Lord Beaconsfield | .10 | 2.50 | 9.00 |
| Peacock | .10 | 3.00 | 11.00 |
| Snow Queen | .10 | 2.50 | 9.00 |
| Striped and Mottled | .10 | 2.50 | 9.00 |
| White with Eye | .10 | 2.50 | 9.00 |
| Pure Yellow | .10 | 2.50 | 9.00 |
| Yellow with Eye | .10 | 2.50 | 9.00 |

## Daisy, Double English

| | Tr pkt | Oz |
|---|---|---|
| Monstrosa Pink | $0.50 | $3.50 |
| Monstrosa White | .50 | 3.50 |
| Monstrosa Mixed | .50 | 2.50 |
| Longfellow Pink | .10 | 2.00 |
| Snowball White | .10 | 2.00 |
| Mixed | .30 | 1.50 |

## Myosotis

| | Tr pkt | Oz |
|---|---|---|
| Alpestris Victoria | $0.25 | $1.00 |
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# SUCCESS WITH PEONIES

## Interesting Lecture By David C. Stranger at the Peony Show in Boston

At the Peony Show at Horticultural Hall, Boston, June 17 and 18, Mr. David C. Stranger of Cherry Hill Nurseries, West Newbury, Mass., spoke both Saturday and Sunday afternoons on peonies and their cultivation. Mr. Stranger had many specimens of well grown peonies to use in illustrating his talks, and also exhibited divided roots of different sizes. Mr. Stranger's talks, which contained a great amount of valuable information, are condensed as follows:

"It is a great pleasure to meet with you people today and I trust that for a short time we can forget there is such a thing as professional peony growers and amateur peony growers, and feel that we are all met on one common ground as flower lovers. It is my pleasure to listen to and talk with many men, from whom I find I can learn a great deal about peonies.

"I think most of us had a trying experience last winter in that heavy ice storm when we saw tree after tree broken down beyond repair. We felt that nature was indeed harsh; but in a short time the ice went away, and the storm was just a thing of the past. Then the green grass began to appear here and there, the flowering shrubs and the irises came into bloom one by one. We could hear the song of the birds. Nature was calling to us with a call that took our thoughts away from business and out among the flowers. Yet there was something lacking until the peonies came. Then we felt that our happiness was complete.

### Peony Improvement

"Peonies have form and color that artists dream of but cannot transmit to canvas. Peonies have the grace and beauty that sculptors try to get and fail. To my mind the peony is the peer of all flowers because of the many remarkable uses to which it can be put. We call June the month brides choose because the roses are then in bloom. But there is a gradual shifting from the rose to the peony, which is just as adaptable for decoration and much lovelier.

"There are very few of us here, I suppose, who do not remember the pink and red 'pineys' our grandmothers had in their gardens. They were handsome but they had their faults. As a small boy I had a neighbor who possessed a peony plant as high as this table, a plant that bore from fifty to a hundred blooms. We boys got together one night and climbed the high picket fence to get some of the flowers. I remember the occasion because I had on a pair of brand new overalls and the overalls got caught in a picket and I wondered how I should explain



David C. Stranger

the tear to my mother. We took a knife and cut off two blooms each and hurried back over the fence. Then we sniffed of the blossoms and threw them away we were so disgusted with the odor.

"There are something over one thousand named varieties of the peony, according to the American Peony Society. Of this number perhaps one half have real merit. Some are more perfect in form than others; some have a lovelier color, but they are all far superior to the old fashioned peonies.

### Making New Varieties

"You have been willing to aid in cultivating the peony and in using your money to produce better kinds. The work of the hybridizers, like Lemoine and Dessert, are familiar to you. You know the wonderful creations they have produced. Can you look into any flower more beautiful in form and more delicate in color than these modern varieties. There are some you cannot describe. You feel they have the beauties of all flowers blended in one. Peonies like that are not the result of chance; they are the result of many careful hours of patient effort in securing the seed that produced the plant that grew the flower. Perhaps, after these seeds were planted, at least ten years passed before a bloom of such quality was produced.

"Thomas C. Thurlow, of West Newbury, perhaps was known to many of you; at least you have known about him. Twenty years ago he told his boys he would give them some pocket money if they would collect peony seeds. Now pennies do not grow on trees, and they are not often found in the pockets of a small boy. Therefore the Thurlow boys went to work vigorously. They must have collected four or five bushels of seed. The seeds were planted and in four or five years the blossoms began to appear. About two hundred thousand plants were grown. Mr. Thurlow was a remarkable man with peonies. He had the vision that very few men have to look into the future and see what marvelous creations might be brought forth. Yet in the course of time the peonies were forgotten because so many other pressing duties came. A few years ago, however, his sons began to look the field over. They cleared the land and decided that, of all the peonies growing there, fifty to seventy-five had merit. The others were bloomed another year, and in the end about two hundred varieties were reserved. It is only by close selection like this that improved varieties can be given the world. The man who simply names a lot of seedlings is not helping anybody. It is true that in a sense like will produce like but you cannot make a silk purse out of a sow's ear and you cannot take an old peony, propagate from seed and stand much chance of getting good new kinds.

### Hybridizing Methods

"People tell me that they have selected a peony and have taken the pollen from some other peony and cut away the stamens and planted the seeds from that peony. That they have called hybridizing. Now I believe that in that process man does one per cent of the work, and nature the other ninety-nine. In other words, the wind, the bees and the other insects introduce much more outside pollen than does the so-called hybridizer. Sometimes we find men who follow a different plan. I know one such man, a man for whom I have the greatest respect. The business world would call him slow. Certainly he does not count time as we count it. He doesn't look at the clock. He forgets all about dinner and doesn't know the day is done until darkness falls, when he is engaged in trying to put into the peony something which will make it more beautiful than any flower seen before. This man uses trans-

parent envelopes, which he places with the greatest care over each flower that he has fertilized by hand. He watched the flower through the envelope's face. When he takes off the envelope he holds up a sheet of paper in the direction from which the wind is blowing so as to catch any wandering pollen floating in the breeze. That man knows what he is doing, and the blood which goes into his crosses. Some people say that his life has been wasted. We who love peonies do not believe it. His is the true secret by which peony perfection is approached.

"A few years ago a man had a strong desire to get together one of the nicest collections of peonies that could be had. Having money in abundance he visited every peony grower in this country, and sent to France and sent to England to get every peony of any merit. He gathered together a wonderful collection. In a few years he produced some of the most exquisite blossoms. Then the man tired of the peony. He wrote a number of commercial growers, asking them what they would offer for his collection. It was my privilege to be with the firm that bought them. We got them for a mere song, not one twentieth of what he had paid for them.

### Restoring Poor Plants

"You would have said that was a good buy. It was in a way. Yet they were full of disease. The foreign peonies are grown too crowded. The ground becomes tooled. The growers are too limited for room. As fast as one variety is taken out another is put in. That makes for trouble. We had on our hands a lot of peony plants too poor to divide for making saleable divisions. Now, however, most of them have been restored. Can you wish a more perfect flower than this Sarah Bernhardt which I have in my hand? It was produced from one of those poor roots. In another year we will have still better blooms.

"We are on the right road to eliminate that dread disease Nematodes. Many of you have bought plants in that condition. It is the result of growing peonies on polluted land. The remedy is to remove the plants to fresh ground and use plenty of lime. We believe that peonies need lime in abundance. When we plant roots we dust them all over with lime as they go into the ground. We use bone meal and wood ashes as a fertilizer, and we are careful to have the eyes not more than two inches under the surface. We practice mulching with salt hay because it is cheap and doesn't introduce weed seed. I recommend a mulch of some kind if it is only grass clippings for at least three years.

"I have on the table a peony root such as you would get from any reliable peony grower for a plant one year old. You will note that it is a fair sized root. If the variety were very scarce you would get a plant about half the size. I am very much against dividing peonies too small. It takes years to get blooms from a root with only one small eye. I should like to ask if it isn't possible that cutting peony roots so close for commercial purposes is the reason why certain stocks deteriorate so rapidly. I once went to see a grower who had bought some Cherry Hill from us. If we had got three divisions in the length of time he had had the plants, we would have been satisfied. He had made fifteen divisions. As the result he had little weak plants that wouldn't bloom for years. I remember that when we first got Mary Woodbury Shaylor we were disappointed in the blooms, and I think it is violating no confidence to say that Mr. Shaylor in his eagerness to let people enjoy this peony had divided too closely. The blooms were not to be compared with those on older and more robust plants.

### Sterile Peonies

"In our nursery a few years ago we had perhaps five hundred plants of a certain variety, with only about fifty blooming. We visited another grower and found the same condition. The plants were sterile. We put them on the brush heap and so did he. You cannot afford to buy or sell from such stock.

### Wilt Disease

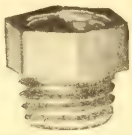
"Then we have the wilt disease, so-called. I admit that I do not know much about it although we occasionally find plants with wilted leaves. I believe that the trouble is usually due to some injury which is done the plant below the ground when it is small by the man who cultivates around it. Fungus gets into the wound and the plant suffers. I understand that there is another trouble called the wilt disease, but this is the only kind we have seen and it does not worry us. It can be avoided, I think, in all cases by using ground that is not sour and well drained. In fact, that is the remedy for most troubles that peonies have. If your plants are in bad shape, move them to ground where the drainage is good and use plenty of lime and wood ashes unless you are sure the land is sweet. Just about as much lime and wood ashes as you can hold in your two hands is enough for each plant. We had one season when the plants in a certain section were so bad that we steered everybody away from that locality. Now this trouble has all been done away with.

"If you wish to plant out peonies this fall, visit if possible the place where the plants which you are to buy are grown. Go to people who have peony gardens, ask them about the



Walter Faxon, One of the Most Popular Peonies at London

RAIN WHEN YOU WANT IT



The Portable lines are all equipped with the Famous Stream Nozzles, which are self cleaning—a patented, exclusive Skinner System feature

# What Then Is Thorough Watering?

My Dad, I'm glad to say, was a farmer
A regular farmer, not a collar and cuff fellow who lived in town and rode out to the farm.
He always used to say, "most summer rains just washed the face of nature and packed the soil; when what growing things needed was a gentle rain, that was an honest-to-God soil-soaker, that got right down to the roots and stood there for a good spell."
Now you and I might set forth all kinds of theories on watering, from now till the cows come home, and at the end we would get right back to Dad's way of looking at it. It's exactly the way we looked at it when designing the Skinner system of watering.

We designed a soil-soaking waterer and soil loosener, not just a surface wetter and packer.
To you it may look like just a pipe with holes bored and nozzles stuck in. But it's taken a score of years of the hardest kind of hard work and costly experimenting to get it where it is. And now it is where it is, it is a thorough watering system that does exactly what we say it will.
Which in turn is exactly what you want done.
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SKINNER SYSTEM OF IRRIGATION

varieties which thrive best and where they got their stock. Then you will be able to buy intelligently. Fight shy of a man who wants to sell you small divisions. At the risk of repeating what I have said before, I want to emphasize again the danger of buying plants that have been divided too hard. Not only are they a long time in blooming, but they are likely to remain weak and to give poor stock from which to propagate.

### Planting Methods

"Let me say a word about the result of planting too deep. When that is done a new lot of roots is made above the original root growth and the stalks from these roots are invariably shy bloomers. Sometimes a plant will throw up stalks from the original roots and from the new roots. Then you will have a peony blooming well on one side and poorly or not at all on the other. If propagation is done from plants grown in this way, you are likely to get non-blooming stock. I believe that you can produce peonies that have blooming qualities and peonies that are practically sterile by the way you handle the stock. Some people spoil their peonies by too much kindness. They overfeed them with manure, making them soft and subject to disease. You will have no such trouble if you stick to lime, wood ashes and bone meal. It is needless to say, perhaps, that peonies like an open, sunny place where they do not have to compete with the roots of trees.

"Some people who do not use manure in summer think it is a good plan to mulch their peonies in the fall after frost comes. The danger in this plan is that maggots will be introduced, as they breed in manure.

"In the spring just as soon as the weather begins to get warm, get out with the peonies and cultivate them, because there is nothing which does so much good as stirring the earth, admitting the chemical elements in the air.

"Although the drainage must be good, peonies like plenty of water. You must be careful, though, not to get the water on the half open buds or it will give a brown tinge on the edges.

"The time to pick the peony buds is when they are one-half open. Then they have better color than if they open outside. They will have particularly fine bloom if they can be allowed to unfold in a damp place, perhaps in the cellar.

"Peonies are often improved by using a support which keeps the buds up out of the dirt when storms come. The best support we have found consists of three metal rods three feet long, bent into a ring at the top. A piece of barrel wire with a hook at each end is run through these rings and fastened together around the peonies. This support is light and inconspicuous, yet strong. It is easily put in place, and takes but little room when stored for winter."

## NATIONAL ASSOCIATION OF GARDENERS' CONVENTION

Plans are now well under way for the annual convention of the National Association of Gardeners which will be held this year in Boston, September 12 to 15.

President Robert Cameron of Ipswich, Mass., has selected the following convention committees, of which W. N. Craig, ex-president of the association, of Brookline, Mass., is general chairman.

Banquet and Entertainment Committee: Andrew Rogers, Chairman, James Methven, William Downs, Stewart A. Forbes, Henry Stewart, A. P. Dewar, L. B. Whyte, Gordon P. Stewart, John G. Duguid, William Till, Percival C. Veinot, James Donald.

Program Committee: Patrick W. Burke, Chairman, W. D. Nicholson, John Morris, W. D. Coutts, Thomas H. Westwood, Peter Arnott, Donald McKenzie.

Ladies' Reception Committee: Mrs. Hammond B. Tracy, Chairman, Mrs. W. N. Craig, Mrs. Wm. Anderson, Mrs. George Stewart, Mrs. Duncan Finlayson, Mrs. Andrew Rogers.

Finance Committee: William Kennedy, Chairman, Frank Murray, Peter Miller, Wm. Anderson, George F. Stewart, Eric Witterlow, Herbert W. Clarke, Wm. R. Thornhill, John L. Russell.

Transportation Committee: Walter H. Golby, Chairman, Julius Heurlin, Duncan Finlayson, Alfred E. Parsons, Wm. C. Rust, James Marlborough, B. Hammond Tracy, James Wheeler.

Publicity Committee: William N. Craig, Chairman, Gustave Thommen, E. I. Farrington.

The members of the association in and around Boston are most enthusiastic to make the 1922 convention, which will be the second N. A. G. convention to be held in this city, a rousing success to show how the association has progressed since the first Boston convention was held here.

# Talk of the Trade

Fred A. Danker, of Albany, is one florist who knows how to get good business out of dahlias, both as a cut flower and in plant and tuber sales. Mr. Danker is a dahlia enthusiast, grows a comparatively short list of the very best sorts, and nothing but the very best interests him, regardless of price. Cut blooms of choice dahlias as offered the public by the Danker store bring top prices, and it has been the aim of this store to take care in every way not to cheapen the dahlia as a cut flower.

The first part of June I saw plants in 5-inch pots of some of the best sorts in bloom in the store (not to sell as pot plants but to show the variety) and from these samples 4-inch pot plants for planting out are sold at mighty good prices, making this line a highly profitable one. It is the first time that I have ever seen the dahlia handled in a way which I think does it credit.

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The severe storm of Sunday, June 11, did much damage to crops in the field, particularly asters and carnations. The area was through Massachusetts in general and New York State. Around Albany, Schenectady, and through to Syracuse and Rochester it was particularly severe. Much loss was experienced in field grown carnations, some fields being completely under water for a day or more. The probabilities are that carnations from the field will not be plentiful this season. The plants seem slow in starting, and in a general way not up to standard.

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There seems to be an unusual lot of blind geranium stock this season, and I think it is entirely due to the methods of saving stock. Repeatedly during the last few weeks I have run across blocks of geraniums either with no buds at all or very late coming into flower, and in every case it is plain to be seen that the stock propagated from these plants would produce only similar stock for next season. In fact, it will result in a later flowering and more entirely blind lot of plants each season. I find it a fact, though, that in every case under my observation this blind stock is with the florist who saves his own stock for his own propagation.

Each season the first plants to flower are sold as soon as they show color. That means that the best stock is disposed of. Later, as the season nears an end, a lot of late plants which haven't flowered are left over. They are usually planted out for propagating purposes. Following that method for a few years very naturally results in blind stock. I don't think I have seen one blind lot of plants which come from cuttings or small plants bought from geranium specialists. I believe the grower making a business of geranium cuttings and plants at wholesale almost invariably watches his stock and keeps it in the best possible condition as to type, freedom from disease, and early flowering qualities.


## CYCLAMEN

| Best Red, very fine | Bright Pink | Rose of Marienthal |
|---|---|---|
| Glory of Wandsbek | White with Eye | Pride of Cincinnati |
| Perle of Zellendorf | Bright Red | Bright Red |
| Rose of Zellendorf | Wandsbek Salmon | Wine Red |
| Wonder of Wandsbek | Salmon Cerise | Dark Salmon |

| | 100 | 1000 | | 100 | 1000 |
|---|---|---|---|---|---|
| 2½-in. | $12.00 | $100.00 | 3-in. | $18.00 | $150.00 |
| 2½ in., extra select | 14.00 | 120.00 | 4-in. | 35.00 | 300.00 |

Guaranteed free from mite.

## FIELD-GROWN CARNATIONS

| PINK | 100 | 1000 | WHITE | 100 | 1000 |
|---|---|---|---|---|---|
| Enchantress Supreme | $14.00 | $120.00 | White Enchantress | $12.00 | $100.00 |
| Rose Pink Enchantress | 12.00 | 100.00 | White Perfection | 12.00 | 100.00 |
| Mrs. C. W. Ward | 12.00 | 100.00 | Matchless | 10.00 | 80.00 |
| Pink Enchantress | 12.00 | 100.00 | White Benora | 12.00 | 110.00 |
| Lassie | 14.00 | 120.00 | Crystal White | 14.00 | 120.00 |
| Laddie | 20.00 | | White Wonder | 12.00 | 100.00 |
| | | | Thos. Joy | 15.00 | 135.00 |

### RED

Belle Washburn, Beacon, Aviator, Red Matchless
$12.00 per 100, $100.00 per 1000
Variegated Benora, $14.00 per 100, $120.00 per 1000
July and later delivery

All quotations subject to market changes and if unsold.

## NEW VARIETIES CARNATIONS

Rooted Cuttings for 1923 delivery
Surprise, Natalie, Betty Jane, Super Supreme
Write us for list, description and prices

**G. U. LIGGIT** *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE:
15 CEDAR ST., WATERTOWN, MASS.
L. J. REUTER IN CHARGE

PHILADELPHIA


### TWENTY-THREE SHOWERS IN ONE ORDER.

Thos. F. Galvin, Inc., of Boston, had one remarkable order last week which consisted of 23 shower bouquets, one for each member of the graduating class of the High School at Walnut Hill. This is a commencement feature which florists can well afford to encourage. Without doubt there is much opportunity for developing graduation day business. In this case the Galvins used sweet peas with maiden hair fern, carrying out the class colors of white and lavender.

### A UNIQUE INVITATION

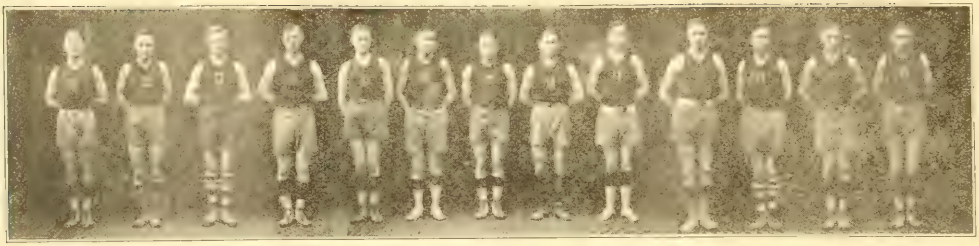
Mr. George N. Smith, the well known peony and iris grower of Wellesley Hills, believes in allowing others to share the beauties of his garden. He sent out invitations this year that were characteristic of his own original self, and which brought a lot of visitors. The cards read:

"PEONIES. These most beautiful expressions of the Creator's goodness are now in bloom. We wish all our friends (which includes everybody) might share with us this winsome display. Come and enjoy this harvest of delight. Visitors will not be importuned to buy." George N. Smith.

### NEWS NOTES.

L. A. Hutchinson is planning to erect a new greenhouse at Caribou, Me., this summer. Mr. Hutchinson has engaged C. C. Newell of Waverley, Mass., to take charge of the greenhouse. Mr. Newell is a Maine man by birth, but has had several years' experience in the best greenhouses of New England.

J. Gammage & Sons were quick to see the opportunity for publicity in connection with the International Peony Show at London, Ont. They carried a half page advertisement in one of the local papers, and did much to make the show a success.



*Class of 1922, Davey Institute of Tree Surgery. Thorough scientific education, plus practical skill trained into them, makes these young athletes master Tree Surgeons*

# A Million Dollar Business in Saving Trees

## *By Martin L. Davey, General Manager*

The business of The Davey Tree Expert Company is now running at the rate of one million dollars for 1922. It has taken more than twenty years of steady building to reach this volume. The Davey Company sells nothing but service—the service of carefully selected, highly trained, scientifically educated Tree Surgeons who save trees without guessing or experiment, when they can be saved. This service is available almost everywhere in the eastern half of the United States. Nearly fifteen thousand clients have been served up to this time, many of them regularly.

Lieut. Colonel Frank K. Hyatt, treasurer of the Pennsylvania Military Academy, in a letter written to The Davey Tree Expert Company, December 2, 1921, said:

> "Three of your men are performing tree surgery at the college and while I had only engaged them for two days, their work was of such character that I was compelled to hold them longer. In fact, they will probably be with us four or five days.
> "They seem to have thorough knowledge of their work and the foreman in charge is a very unusual man. It gives me pleasure to congratulate you on the character of work which your employees are doing."

This letter is typical of many hundreds of voluntary letters of commendation received by the Davey Company from its clients. They come regularly from every section served by Davey Tree Surgeons. It is significant that nearly every letter emphasizes the high-type men, their apparent skill and ability to do their work with accuracy and thoroughness and speed but more particularly the fact that they are diligent and zealous workers.

### The Evolution of Davey Tree Surgery Compared to the Automobile

I do not presume to say that every last client is 100% satisfied. That would be too much to expect from a human organization. But more than 95% of the clients are fully pleased with both the work and the service. Nor would I claim that the Davey organization has always been as good as it is today, nor that the methods employed have always been as remarkably good and successful as they are now.

Davey Tree Surgery has been before the public nearly as long as the automobile, and its development has been almost parallel. You will easily recall the automobile of fifteen or twenty years ago. You recall how often it broke down, how many times it was laid up by the roadside?

You remember its imperfect mechanism, its poor lighting, the hard job of cranking? Well, the fundamental principles of the automobile were the same then as now. The wonderful advance has been made in the refinements and the mechanical improvements. Then think of the really marvelous piece of machinery that you buy in the modern automobile!

Just so with Davey Tree Surgery. The fundamental principles were the same fifteen or twenty years ago as today. It was then relatively crude and imperfect. But honest effort and a determined purpose have produced refinements and mechanical improvements and scientific accuracy that are both marvelous and inspiring.

### Only Two or Three Men Out of a Hundred Applicants Are Finally Accepted

However, it is the human element of the Davey organization that I wish to describe. The high-type men, their surprising efficiency, their zeal and skill and knowledge are the result of something back behind. That something is a policy that could produce no other result.

From time to time we need additional men. We run advertisements in the cities within a reasonable distance of our headquarters, giving our specifications. Many replies are received. An information blank is sent to each applicant, in which he must give his life history. If a hundred information blanks are returned, our experience has shown that not more than fifty seem to meet our requirements. The others are cast aside.

We then send our representatives to these cities and notify the fifty to report at a certain hotel for personal interviews. Out of the fifty men thus interviewed, we select not more than five who seem to be the right kind.

### A Regular Training Field Where Practical Training Is Given to Every Man

These five are brought into Kent (Ohio) for practical training, where we maintain a regular training field. These five are put through a thorough course of practical training for several weeks, at the end of which we select not more than two or three as qualified and made of the right stuff.

Thus, out of an original hundred definite applicants, we get not more than two or three. The process of selection, though it is severe, works wonders and gives us unusual men for the very important work which we do.

Those who finally pass are sent out into the field, always under the direction of master Tree Surgeons. They simply grow into the work and acquire almost intuitive skill.

### A Chief Expert Travels Regularly From Squad to Squad

Then, we have a chief expert who spends all of his time traveling from squad to squad to check up on all the details of the work and the merit of each individual to see that our high standard is consistently maintained. Occasionally he tells us that a certain man is not our kind and should not be in the Davey organization. That man is promptly dismissed. Very often he tells us that certain men are doing especially fine work and recommends advancement. Such men are promptly advanced.

So the really good men remain with us—and they like their jobs mighty well. Naturally enough, they give superior service.

### Constant Supervision by Local Representatives

In addition to this, a number of squads are under the constant supervision of each local representative, of whom we have nearly thirty, whose highest self-interest requires watchful care of the interests of each client, to see that he gets the maximum service.

More than this, we require periodic reports on every man in our field force. Our local representatives give detailed monthly reports on the foremen under their supervision. Each foreman gives a monthly report in great detail concerning each man in his squad. Every bit of information from every source about each individual goes into his personal service record. And every one knows that his service record is complete and strives to keep it good.

### The Only Place in the World Where the Science of Tree Surgery is Taught

When a man in the field force has reached a proper state of development, he is brought into Kent to attend our resident school. This course covers two years—four months each year. We maintain a regular school with complete library and laboratory equipment and a corps of instructors with fine scientific training from various colleges and universities, plus special training in the Davey organization. There is no other school in the world that teaches Tree Surgery, so we maintain the Davey Institute of Tree Surgery as a matter of practical necessity.

In this school we teach only those things required to make real Tree Surgeons—nothing superfluous or unnecessary. The course includes Botany and Dendrology, Pathology and Entomology, Soils and the Feeding of Trees, Spraying and Fruit-growing, and above all the Theory and Practice of Tree Surgery.



*"Do it right or not at all."* — JOHN DAVEY

### Every Man in the Davey Organization is a Trained Man—Davey Trained

When a man has been with us long enough, has had the necessary amount of complete training, and has demonstrated to us his ability and qualifications, he is entrusted with the handling of operations—then and only then.

Every man in the Davey organization is a trained man—Davey trained. If a man should apply to us for employment and say that he is an expert and understands all phases of the work—recommend himself highly, we say to him, if we should happen to need men, "All right, you may start in at the bottom and show us." Very few of them ever come and we are just as well satisfied. Our experience has shown us that not more than one in ten of these so-called tree men from the outside is the right kind of man. None of them are real experts when they come to us. All of them have many things to unlearn.

### The Davey Research Department Does the Experimenting—the Client's Trees Are Never Experimented Upon

In addition to all these other things, we maintain a Research Department in charge of scientists of practical experience. It is their duty to work out every scientific and practical problem of Tree Surgery, as fast as possible. They have done wonderful work. The added data from every available source, particularly from the experience of the Davey organization, in addition to original experiments. Every experiment is conducted in Kent by our Research Department and never on the trees of a client.

For instance, our Research Department has worked out a list of "forbidden trees"; those which experience has demonstrated are not worth complete treatment or do not respond properly to treatment. On these trees our expert is permitted to do only first-aid work.

### A National Organization That Carries With It An Assured Protection to Tree Owners

There is no other national organization in our field. There are, of course, many local imitators. It is an unfortunate fact that there are mighty few good ones among them. We would be happy if they were all good and well qualified. But who will supervise them? Who will train them? Who will provide the discipline that will hold them to high-quality service? Who will pass judgment on the results of their work?

There are quite a number, who have never had any contact with the Davey organization, who claim falsely that they are Davey men. There are some, unfortunately, whom we have been obliged to let go for obvious faults, who attempt to capitalize on the prestige of the Davey name, to our detriment and to that of the profession we have built up and have endeavored to honor.

### The Unseen Things That Make Quality Are Only Possible Because of Large Volume

In the Davey organization it is the unseen things—rigid selection of men, practical and thorough training, supervision of chief expert and local representatives, resident school, Research Department, standardization of methods and organization disciplined that make real quality and lasting merit. On a business of nearly three-quarters of a million dollars in 1909, we spent three times as much on those unseen things which make quality as we made in profit. In spite of the depression, we did a business of almost six hundred thousand in 1921 and spent four times as much on these hidden things that make quality as our profit amounted to. The business of the Davey Company is now running at the rate of one million dollars for 1922.

Davey methods have been standardized. Davey work is the same in Boston as it is in Chicago, the same in New York as in Kansas City, the same in Montreal as in New Orleans. Davey experts are of uniformly high type, all thoroughly trained, all carefully selected and developed. And best of all is organization discipline that preserves and maintains a constant high standard down to the smallest details of work and service.

### A Tree-Man May Fool the Public But He Cannot Fool Us

It has seemed to me that the greatest thing the Davey organization does for its clients over and above all these other things is that of relieving the client of all worry and responsibility in the selection of the men who are to treat his precious tree. A tree-man may fool the public, most of whom know little about trees. But he cannot fool us. A man must be right in every sense of the word or he cannot go very far in the Davey organization.

We who know Tree Surgery values, select the men to whom the work of very great importance is to be entrusted. We know they are right and worthy of your confidence and our confidence or we would not send them to you. They come to you with our seal of approval.

They carry with them the most precious possession we have, our reputation. We are as jealous of that reputation as a good woman is of her good name. Business and professional success are merely result. The cause are behind the scenes. And that is the reason for this 44th story of the Davey organization.

THE DAVEY TREE EXPERT CO., Inc., 1106 Elm Street, Kent, Ohio.
Branch offices with telephone connection: New York, Astor Trust Bldg., Fifth Ave. and 42nd St.; Boston, Massachusetts Trust Bldg.; Philadelphia, Land Title Bldg.; Baltimore, American Bldg.; Pittsburgh, 331 Fourth Ave.; Buffalo, 110 Franklin St.; Cleveland, Hippodrome Bldg.; Detroit, General Motor Bldg.; Cincinnati, Mercantile Library Bldg.; Chicago, Westminster Bldg., 38 South Dearborn St.; St. Louis, Central National Bank Bldg.; Kansas City, Scarritt Bldg.; Montreal, 252 Languedoctiere, West.

**Davey Tree Surgeons are near you—If you live between Boston and Kansas City. They are easily available and handle operations of any size, large or small. Write or wire Kent, Ohio, or nearest office.**



JOHN DAVEY
**Father of Tree Surgery**

John Davey gave to the world the science of Tree Surgery. Before the extension of his last book, the science, Prince Peace, had ever the part of the scientific treatment of trees established John Davey founded the term Tree Surgery. Davey began by pruning and it was his interest in trees and their improvement and betterment has been developed and the science grown to be world wide but the instrument for practical realization was John Davey. It is true he has been to many able followers but it is the fact that the tree is a living being.—Extract.



ROTARIAN
MARTIN L. DAVEY
**General Manager, who made of a father's dream a business reality and built the Davey organization.**

"And yet the tree lives on because it has a very extensive life. This the decision, the hope and opportunities it has several processes that are said as new and beautiful as in any other form of life. It has the power to adapt itself to its environment. To be sure it lacks intelligence and a few more systems and the power of locomotion. But in all the other essentials possesses the free functions and as free as man himself.

This question of reforestation is of most vital importance. America cannot continue to exist as a whole forward meeting Nation unless we protect what we have and start to build up that which we have so ruthlessly destroyed. We can not afford to be a Nation of vandals much longer. America must forever or America's most drink the bitter dregs of national decline and impotency.
—Excerpts from a speech in Congress, March 3, 1921, by Martin L. Davey, of Ohio.

# DAVEY TREE SURGEONS

*Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuineness. Protect yourself from impostors. If anyone solicits the care of your trees who is not directly in our employ, and claims to be a Davey man, write Headquarters for his record. Save yourself from loss and your trees from harm*

# King
# GREENHOUSES
## KING SERVICE

In perhaps no business is a complete organization so appreciated and so necessary as in the greenhouse industry. To be assured of real service, satisfaction and courteous treatment has always been the desire of the grower. With this thought in mind the King Construction has left no stone unturned in an endeavor to furnish their clients an enterprise completely prepared to answer all the needs of the commercial and private estate growers. To meet this condition means to study the needs from all angles and to continually improve the various methods of doing things in order to put forth a product that will meet the requirements in the minutest detail.

The thoroughness of King Quality, Design and Workmanship in King Constructed Greenhouses is well known. These same features are built into all King Products and whether it is a pound of putty, a set of pipe hangers or a few shelf brackets, you are assured of getting the very best to be obtained.

Let us suggest that you get our list of King Products and then let us prove that for Quality of Design, Quality of Materials and Quality of Workmanship, King Products are unexcelled.

*When you think of good greenhouses, think of KING*

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# AMERICAN ROSE SOCIETY

## Annual Meeting in Syracuse, N. Y., a Notable Event. President Pyle Re-elected.

This year's meeting of the American Rose Society, which was held in Syracuse, N. Y., June 15 and 16, was in many ways a notable event. Much had been heard about the work of Rev. Dr. E. M. Mills in organizing a string of rose societies across the state of New York, and Dr. Mills, with the other officers of the Syracuse Rose Society, made admirable hosts. The day began with a judging of the Syracuse rose show, which was staged in the auditorium of the Y. M. C. A. Unfortunately a ruinous rain storm which had lasted for four days cut down the number of exhibits. In spite of that fact, however, many blooms of high quality were seen. The judges were F. L. Atkins, of Rutherford, N. J., and John H. Dunlop, of Richmond, Ont. The beauty of the show was enhanced by an extensive non-competitive exhibit made by the city park department.

### The Luncheon

At noon the rosarians were whisked away over the hills and dales of this beautiful country to Lake Skaneateles, where luncheon was served. Following the repast there was a feast of reason and flow of soul, with Dr. Mills presiding. Mr. H. B. Dennison, who said that if he had his way all roses would be red, gave a cordial welcome to the guests, while Pres. Pyle responded for the American Rose Society. Leonard Barron, editor of the Garden Magazine; John T. Robert, lawyer, granger and farmer; A. L. Shepard, secretary of the Rochester Rose Society; F. L. Atkins and Prof. E. A. White, each in turn regaled the guests with wit and wisdom.



Pres. Robert Pyle

Luncheon being over, a twenty-mile run brought the visitors to the home of Judge and Mrs. Hiscock. Here was found a rose garden of luxurious appointments, exquisite taste and excellent culture. The roses were arranged in beds, twenty of a kind, and included the choicest varieties.

In this wonderful setting the business meeting of the American Rose Society was held. The members were pleased to learn from the treasurer that the financial condition was better than for many years. The officers of the society were re-elected as follows: President, Robert Pyle; Vice President, F. L. Atkins; Secretary, John C. Wister; Treasurer, Charles H. Totty; Directors, James Boyd, Dr. E. M. Mills and George Peterson.

### Evening Session

The evening session was held at the Y. M. C. A. in Syracuse, the open-

ing address being made by Dr. Mills, following which there were fifteen minute talks by Pres. Pyle, Samuel E. Hilger of the Auburn Rose Society, F. L. Atkins and Fred C. Wallace of Canandaigua. This was a very enthusiastic meeting and greatly enjoyed by the visitors.

The next day a trip was made to Auburn, where the officers were taken on a tour which included a visit to the prison, where separate rose gardens have been developed for the men and for the women, to the Auburn Theological Seminary, and to several gardens, including those of Gen. MacDougal, George Pierson, Mrs. C. W. Ross, and David M. Dunning. The garden of Mr. Dunning has long been a Mecca for rose lovers.

There was one specimen of Frau Karl Druschki which made veritable billows of bloom. The trunk was ten feet high, and as large as a man's wrist. Other fine roses were Mrs. Weymyss Quinn, Glorie Chedane Guinnessau, Maman Turbat, Lady Pirrie, Gustav Grunerwald, G. Amade Hammond, and Avoca, a plant in full bloom six feet high.

Mr. Dunning had a Lion rose on a trellis 12 feet high which was a perfect blaze of colors. He preferred Willowmere to Los Angeles, and Red Letter Day, while similar in color, was much more vigorous than Kitchener or Karton. Mr. Dunning's choice among Hybrid Perpetuals, of which there were many, were Anne de Dissbach, Baron de Bonstetten and Ulrich Brunner.

### The Ferrin Garden

At the garden of Mr. Ferrin, where little less than a miracle has been worked since April, 1920, when he began with bare ground, the visitors found some three hundred rose plants in full bloom, among them many climbers, the best of which was Paul's Scarlet Climber. Probably the most distinguished among the roses in this new garden were some planted only a year ago last autumn, but having heads of generous spread and twelve to eighteen blooms to a plant. Mr. Ferrin explained that it did not require a million dollars or a large property to have roses, but he moderately presented this little example of how he had started with a swamp and in less than two short years had demonstrated the possibility of a rose garden on a 30 by 100 foot lot within easy reach of a modest purse. The demonstration was indeed a delightful example.

Mr. J. H. McFarland was introduced as Editor of the Rose Annual and presented several groups of the best roses and those especially adapted for use as shrubs.

Mr. Atkins was introduced as father of the tree roses that Mr. Ferrin had planted, and demonstrated to the audience how tree roses may be successfully grown.

Returning through Auburn the party visited the scene of the rose show to be staged in the Chamber of Commerce the following day and as they left town were impressed with the completeness of Auburn hospitality by hearing the chimes from a neighboring church sweetly peal forth the "End of a Perfect Day."

### Rochester's Show

In this little two-day journey the officers of The American Rose Society were fortunate in being able to visit the Rochester rose show. For more than one generation has Rochester been known as the flower city, but it remained for the young blood of the present day of floral enterprises to put Rochester on the map again rosewise through capable career of this organization started by a master hand within the last two years and stimulated into active service by the rose patron of those parts, Dr. E. M. Mills. They have grown until the rose shows of this year mark a triumph for scope, extent and quality.

**Choice Orchids**
HYBRIDS
Laelia-Cattleyas, Brasso-Cattleyas, etc.
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Glad to quote for present delivery or on growing contract for future delivery.
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Also Conifers and other Hardy Shrubs. Over 100 acres devoted to Nursery Stock. A complimentary copy of our 1922 Garden Annual mailed on request.
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4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
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Every Retail Florist
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ALBUM OF FLORAL DESIGNS
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Price $1.50
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739 Boylston St.,
Boston, Mass.

## George Watson's Corner

"You in your small corner and me in mine."

The late P. Welch, as I said in a recent story, came nearer being a Philadelphia than a Boston celebrity than most people are aware. In looking over some old correspondence I find this in one of Mr. Welch's letters:—"I first arrived in Philadelphia in July, 1876. I was sent there to sell the product of the Waban Rose Conservatories, of Natick, Mass. In September of the same year I was ordered home. My headquarters were at 112 South 12th St. I also made some sales, for a grower in the Western part of Pennsylvania, during that time; but that would not quite make me a Philadelphia commission man at that early date—for we did not know what that term meant then. Still, when all is said and done, I suppose I was one of the pioneers in the commission business which has grown, in the last forty-six years, to be of world-wide importance—especially under the genius of such men as Samuel S. Pennock, a Philadelphian of whom we all are proud, and who has been the leading factor in making the commission business the great and beneficent factor between grower and retailer which it has come to be at the present day. But I came pretty near being a real Philadelphian. I offered Edward Shippen eight hundred for a store at 11th near Chestnut but he wanted a thousand so the deal fell through. After that I was at Natick for a year before I started out in Boston on my own account." This is historical and interesting. It will especially please our esteemed friend, H. H. Battles, to which 112 South 12th St., as well as Boston, has many endearing associations.

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The Goeller boys at Trenton have been branching out. It is no longer Goeller Bros. at 139 Hanover Ave., as the 1922 Directory states—but Joseph Goeller at 53 Hanover Ave., exclusively retail. Another brother has gone in to the growing end. The third brother devotes himself to landscaping; and the fourth to still a different branch. By the time the 1923 Directory comes along the data will be more up-to-date. These directory compilers have my sympathy. They may be all right today, but all wrong a week later. It looks as if they would have to install a radio, to keep

GROWERS

HIGH GRADE PLANTS
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
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Garden Seed
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
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MERRY GARDEN CULTIVATOR
Cost Me $250.00
Gears are stripped
Otherwise as good as new
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SEEDS AND BULBS

# A. B. C.

Special Price-List of Giant or "Show" Cyclamen Seed, Ey. Fl. Sweet Peas, Freesia Bulbs, etc., is now ready.

If you are a grower we will mail a copy for the asking—it contains "up to the minute" information with regard to seasonable items.

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proper track of all the world wide changes that are constantly happening.

Robert Craig is around again and looking much better. We also had a call from Commodore Westcott but happened to be out. Our sub-lieutenant reported him looking pretty good which is nice as he has been under the weather a good deal for quite some time.

The shorter hours in the wholesale flower trade for the summer start on Monday, June 26, 7 a. m. to 4 p. m. except Saturdays, 1 p. m. Closed all day, 4th July. Don't forget, in placing your orders, that Philadelphia observes Daylight Saving Time. One hour ahead of Eastern Standard Time. It makes one smile to look up at the City Hall clock, under William Penn's statue, and see it say 10 a. m. and then look down at the Broad St. Station clock and see it say "You're a liar, it's 9 a. m." We will get over that kind of foolishness in time, of course. The war has left us a lot of queer relics. But we are gradually getting back to normal.

The Morris Wheeler buildings (between Pennock place and Broad St. Station) have disappeared in the past two weeks, and it certainly was some excitement for the old timers in the neighborhood while it lasted. Now Jim McNicholl's drills are on the job, making foundation for the new twenty story structure which will replace the old ramshackle. Central Philly is rapidly being born again, all right.

Edward H. Flood of the Johnston Brokerage Co. of Pittsburgh passed through on the 14th inst. He reports the glass business booming again, and that the various factories under his company's guidance are having all they can do to take care of the orders. Their New York City headquarters are at 296 Broadway. He stopped in Washington on his way East, and reports pleasantly on our old friend W. F. Gude. Like the rest of us, he wishes Bill had those handsome whiskers back.

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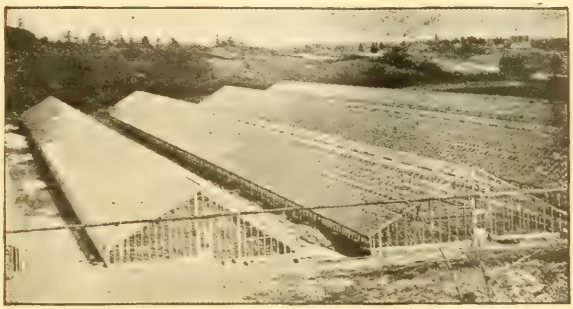
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# BURPEE'S SWEET PEAS

The Burpee Early Flowering Sweet Peas are recognized as leaders in their various colors and they are grown extensively by all florists who demand the very best.

The careful hybridization work carried on at Burpee's Fordhook Farms in Pennsylvania, the growing of the seed crops on Burpee's Floradale Farms in California, and our extensive indoor and outdoor trials give us a unique opportunity to supply the florists with the very best that can be had in Sweet Peas. Everything possible is done to insure the quality of Burpee's Sweet Peas.

### NOVELTIES

**BURPEE'S ORANGE.** In every way a beautiful variety of true glowing orange self with standard and wings of immense size Awarded Certificate of Merit at the International Flower Show, New York, March, 1921. Trade Packet $1.00; oz. $5.00; ¼ lb. $15.00; lb. $50.00.

**CHEERFUL.** The large pinkish cerise flowers are an entirely new shade in the Early or Winter Flowering Sweet Peas. The flowers are of enormous size and excellent form. Awarded Certificate of Merit at the International Flower Show, New York, March, 1921. Trade Packet $1.00; oz. $5.00; ¼ lb. $15.00; lb. $50.00.

**SUNBURST IMPROVED.** The color is a pleasing and attractive shade of rich salmon-pink. The large flowers which are borne on long stems grow vigorously and bloom freely. Oz. $1.00; ¼ lb. $3.00; lb. $10.00.

**MRS. WARREN G. HARDING. "The Harding Blue."** A deep shade of silvery blue, pure throughout with no suspicion of mauve or rose. The flowers are immense in size with a broad and much frilled standard. Trade Packet 50 cts.; oz. $2.50; ¼ lb. $7.50; lb. $25.00.

**MRS. KERR. "The Best Early Flowering Salmon."** Mrs. Kerr has created a sensation wherever exhibited as it is a flower of wonderful size in a most popular shade of clear and rich salmon. Trade Packet 50 cts.; oz. $2.00; ¼ lb. $6.00; lb. $18.00.

**WHITE STAR.** A first-class black-seeded white without any suspicion of pink or other coloring. Beautiful, large flowers borne in fours on long stems. Trade Packet 50 cts.; oz. $2.00; ¼ lb. $6.00; lb. $18.00.

### WHITE

**IMPROVED SNOWSTORM.** The flowers are very large, of excellent form, and pure white in color. Oz. 80 cts.; ¼ lb. $2.40; lb. $8.00.

**EARLY SANKEY.** A black-seeded white which was awarded a Special Silver Medal. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

### CREAM

**LEMON BEAUTY.** A pale lemon-colored variety with standard and wings softly tinted amber. Oz. $1.00; ¼ lb. $3.00; lb. $10.00.

**PRIMROSE BEAUTY.** Deep primrose flushed with rose. Grown under glass this variety attains a height of only 5 to 6 feet. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

**CANARY BIRD.** A splendid rich deep cream with flowers of great size beautifully waved and borne 3 or 4 on a stem. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

### PICOTEE

**DAINTINESS.** A strong grower with flowers of largest size. Pure white edged with rose. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

**EXQUISITE.** The ground color is a soft shade of primrose picoteed with deep rose-pink. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

### CREAM PINK

**DAYBREAK.** A pleasing shade of rich rose-pink on cream ground, slightly suffused with salmon. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

**RISING SUN.** Rose-pink on cream. A bright and most attractive flower. Grown under glass the plants attain a height of only 5 to 6 feet. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

### LIGHT PINK

**LOVELINESS.** The large flowers have a white ground, suffused soft pink and distinctly picoteed with rose-pink. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

**PEACH BLOSSOM.** A new and distinct shade of pale amaranth pink deepening toward the edges of the wings. Oz. $1.00; ¼ lb. $3.00; lb. $10.00.

**SWEET BRIAR.** Color a lovely shade of pink throughout, with a soft suffusion of salmon or amber. Grown under glass this variety attains a height of only 5 to 6 feet. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

### DEEP PINK

**CHEERFUL.** The very finest pink we have. Fully described under "Novelties." Trade Packet $1.00; oz $5.00, ¼ lb $15.00; lb. $50.00.

**ENCHANTRESS.** A bright rose-pink, becoming deeper toward the edges of standard and wings. Large, well-waved flowers growing in fours on strong stems. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

**PINK BEAUTY.** The color is a soft rose-pink on white ground, deepening toward the edges. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

**ROSE QUEEN.** A pleasing shade of rich pink with a suffusion of rose. Blooms early and profusely. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

### ROSE

**FORDHOOK ROSE IMPROVED.** A charming shade of rosy carmine with flowers of largest size borne in fours on long stiff stems. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

**ROSEBUD.** Beautiful large flowers of a bright shining rose with a suffusion of bronze throughout the standard. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

**ZVOLANEK'S ROSE.** This is a widely known variety with large flowers and bold stems. Color a rich rose. Oz. 80 cts.; ¼ lb. $2.40; lb. $8.00.

**SPLENDOR.** A magnificent deep rose self with a distinct white blotch at the base of standard and wings. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

### CRIMSON

**EARLY KING.** The finest early flowering crimson with flowers of great size and perfect form averaging fully 2 inches in diameter. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

**ROSY MORN.** A pleasing shade of rose with crimson-scarlet standard. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

### ORANGE-SCARLET

**GLITTERS.** No variety we know of approaches Glitters in richness, brightness and five-like effect. The large bold flowers are rich orange-scarlet. Oz. $1.00; ¼ lb. $3.00; lb. $10.00.

### ORANGE

**BURPEE'S ORANGE.** A glistening pure orange. Fully described under "Novelties." Trade Packet $1.00; oz. $5.00; ¼ lb. $15.00; lb. $50.00.

**ORANGE BEAUTY.** Glowing orange, suffused scarlet in the standard and softer colored wings. A free and early bloomer. ¼ lb. 80 cts.; ¼ lb. $2.40; lb. $8.00.

**FLAMINGO.** A particularly attractive and pleasing shade of light orange with a suffusion of bright salmon and orange-pink wings. Oz. $1.00; ¼ lb. $3.00; lb. $10.00.

### SALMON

**MRS. KERR. "The Best Early Flowering Salmon."** Fully described under "Novelties." Trade Packet 50 cts.; oz. $2.00; ¼ lb. $6.00; lb. $18.00.

**APRICOT.** Glowing deep salmon self with a faint suffusion of orange Oz. 80 cts.; ¼ lb. $2.40; lb. $8.00.

### CERISE

**FIRE KING.** Scorching cerise-scarlet of very largest size Oz. 70 cts.; ¼ lb $2.10; lb. $7.00.

**GORGEOUS.** A charming soft salmon-cerise self of very good size. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

**ILLUMINATION.** Glowing salmon-cerise with a suspicion of orange Vigorous and strong. Oz. 80 cts.; ¼ lb. $2.40; lb. $8.00.

**CHERRY RIPE.** A particularly bright and charming cherry or salmon-cerise. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

### LAVENDER

**LAVENDER KING.** A rich, true deep lavender of large size and beautiful form. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

**PRIMROSE.** A vigorous grower of a lovely shade of soft lavender suffused with mauve. Oz. 70 cts.; ¼ lb. $2.10; lb. $7.00.

**ZEPHYR.** This is a delightful shade of soft lavender. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

### BLUE

**MRS. WARREN G. HARDING. "The Harding Blue."** Fully described under "Novelties." Trade Packet 50 cts.; oz. $2.50; ¼ lb. $7.50; lb $25.00.

**BLUE BIRD.** A true self blue of large size carried on long stems. Oz 60 cts.; ¼ lb. $1.80; lb. $6.00.

**TRUE BLUE.** A charming shade of true blue. Strong and vigorous. Oz 80 cts.; ¼ lb $2.40; lb. $8.00.

### DARK BLUE

**BLUE JACKET.** A rich navy-blue self with flowers borne on long stems. Oz. 80 cts.; ¼ lb. $2.40; lb. $8.00.

### MAUVE

**MAUVE BEAUTY.** The color is a pleasing shade of rosy mauve Flowers large and well waved. Oz 60 cts.; ¼ lb. $1.80; lb. $6.00.

### PURPLE

**GLORIOUS.** An early-flowering Royal Purple. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

### MAROON

**MAROON PRINCE.** Rich, glowing reddish maroon. The flowers are very large and beautifully shaped. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

### ART SHADES

**FAIRY QUEEN.** A most pleasing pastel or art shade. Blush pink with pale salmon suffusion and dark veinings of rose. Oz 60 cts.; ¼ lb. $1.80; lb. $6.00.

### BICOLOR

**FAIRY.** Rich cream, the standard being suffused pinkish apricot. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

**YARRAWA.** Bright rose-pink with clear cream base. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

**FAVORITE.** Rosy pink standard and blush wings. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

**FORDHOOK PINK AND WHITE.** Bright rosy pink standard; creamy white wings suffused rose. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

**COLUMBIA.** The flowers are a bright rose-pink standard The wings are a soft shade of rose on a cream ground. Oz. 80 cts.; ¼ lb. $2.40; lb. $8.00.

### STRIPED

**AURORA.** Rich orange-scarlet flakes on a white ground. Oz 80 cts.; ¼ lb. $2.40; lb. $8.00.

**COLUMBINE.** Rich rose flakes on a white ground. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

**FANTASY.** Striped and marbled with rich rose-pink on a creamy white ground. Oz. 50 cts.; ¼ lb. $1.50; lb. $5.00.

**HARLEQUIN.** Light heliotrope ground, striped and flaked deep chocolate and claret. Oz. 60 cts.; ¼ lb. $1.80; lb. $6.00.

### MIXED

**SUNRISE MIXTURE.** A carefully composed blend of the finest Early Flowering Spencers. Oz. 40 cts.; ¼ lb. $1.20; lb. $4.00.

**SPECIAL MIXTURE OF LIGHT SHADES.** This contains only the light and delicate shades. Oz. 45 cts.; ¼ lb. $1.35; lb. $4.50.

**All the Burpee Sweet Peas will be sent postpaid at the prices listed above.**

## W. ATLEE BURPEE CO., SEED GROWERS, Philadelphia

# HORTICULTURE

**July 10, 1922**


We have a complete list of all kinds of hardy plants and we have every facility for handling orders carefully and promptly. Remember this when in need of any hardy plants.

## The Bay State Nurseries

**W. H. WYMAN & SON**

North Abington, Mass.

Price list free

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## Gladioli

As an all round hot weather flower the Gladiolus has no equal.

With us our growers are cutting freely of wonderfully choice quality—the very best and of the newer varieties. $6, $8, $10 per 100

In assorted lots of 1000 or more, at $40, $50, $60.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

BUSINESS HOURS: 7 a. m. to 4 p. m.; Saturdays: 7 a. m. to 1 p. m. NOTE:—Philadelphia observes Daylight Saving Time—one hour earlier than Eastern Standard Time.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

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## Hydrangeas for July and August Flowering

We offer an extra fine lot of Otaksa etc., ready for immediate shipment, for summer blooming, in 14-inch common butter tubs, nicely budded, at $4.00, $5.00 and $6.00 each, according to size of plants.

**OTAKSA and HORTENSIS.** Nice plants, 6-in. pots, in bloom, $1.00 each.

## Winter-Flowering Roses

We offer the following extra strong plants, own root stock, out of 3½-inch pots: Francis Scott Key, Mme Butterfly, Columbia, Premier and Mignon.

**Prices on application.**

## Ferns

**We wish to call particular attention to our fine stock of Ferns which we are offering at this time:**

**NEPHROLEPIS VICTORIA (The Victory Fern).** A beautiful new, crested form of Teddy, Jr., nice plants 6-in. 75c to $1.00 each, 7-in. $1.50 each.

**NEPHROLEPIS ELEGANTISSIMA.** Nice plants 6-in. 75c and $1.00 each, 8-in. $2.00 each, large specimens 10-in. $4.00 to $5.00 each.

**NEPHROLEPIS ELEGANTISSIMA COMPACTA.** 3½-in. 35c to 50c each, nice plants 6-in. 75c to $1.00 each, large specimens, 8-in., $2.00 each, 10-in. $4.00 to $5.00 each.

**NEPHROLEPIS MUSCOSA.** 3½-in. 35c to 50c each; 5-in. 75c each; 6-in. $1.00 each.

**NEPHROLEPIS DWARF BOSTON.** 6-in. 75c each, 8-in. $2.00 each

**Packing added extra at cost.**

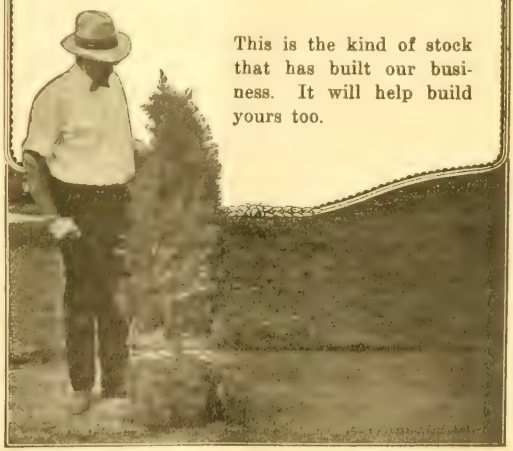
## F. R. PIERSON, Tarrytown, N.Y.

**Telephone Tarrytown 48**



## WYMAN'S Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# *Peonies! Peonies!*

**THE CREAM OF THE WORLD'S CHOICEST IS REPRESENTED IN THE FAMOUS CHERRY HILL STRAIN.**

**WHEN YOU BUY THEM, YOU ARE GETTING THE HIGHEST QUALITY IN HARDINESS, VIGOR OF GROWTH, FREEDOM FROM DISEASE AND FREE BLOOMING QUALITIES.**

**PLACE YOUR ORDERS NOW FOR SHIPMENT ANY TIME AFTER AUGUST 25.**

# Cherry Hill Nurseries

**(T. C. Thurlow's Sons, Inc.)**

**NOT OPEN SUNDAYS WEST NEWBURY, MASS.**


## HORTICULTURAL TARIFFS

### Senate Rates Lower Than Those Of The House

Office of William F. Gude,
National Representative,
S. A. F. and O. H.,
Washington, D. C.

The Senate without debate on Saturday, July 1, adopted the rates of duty on horticultural products that had previously been recommended by the Senate Finance Committee. These rates are considerably lower than those that had been previously adopted by the House of Representatives. The paragraphs in question are as follows:

"Par. 751. Tulip, lily, and narcissus bulbs, and lily of the valley pips, $2 per thousand; hyacinth bulbs, $4 per thousand; crocus bulbs, $1 per thousand; all other bulbs and roots, root stocks, clumps, corms, tubers, and herbaceous perennials, imported for horticultural purposes, 30 per centum ad valorem; cut flowers, fresh or preserved, 40 per centum ad valorem.

"Par. 752. Seedlings and cuttings of Manetti, multiflora, brier, rugosa, and other rose stock, all the foregoing not more than three years old, $2 per thousand; rose plants, budded, grafted, or grown on their own roots, 4 cents; cuttings, seedlings, and grafted or budded plants of other deciduous or evergreen ornamental trees, shrubs or vines, and all nursery or greenhouse stock, not specially provided for, 30 per centum ad valorem.

"Par. 753. Seedlings, layers, and cuttings of apple, cherry, pear, plum, quince, and other fruit stocks, $2 per thousand; grafted or budded fruit trees, cuttings and seedlings of grapes, currants, gooseberries, or other fruit vines, plants or bushes, 30 per centum ad valorem.

"Par. 761. Grass seeds: Alfalfa, 4 cents per pound; alsike clover, 4 cents per pound; crimson clover, 1 cent per pound; red clover, 4 cents per pound; white clover, 3 cents per pound; clover, not specially provided for, 2 cents per pound; millet, 1 cent per pound; timothy, 2 cents per pound; hairy vetch, 2 cents per pound; spring vetch, 1 cent per pound; all other grass seeds, not specially provided for, 2 cents per pound: Provided, That no allowance shall be made for dirt or other impurities in seeds provided for in this paragraph."

The seed rates are materially higher than the rates adopted by the House of Representatives. Whether or not these rates will prevail when the bill is sent to conference, as it is called at the Capitol, when representatives of the Senate and of the House meet to iron out the differences that will have arisen as a result of the changes made by the Senate in the rates previously adopted by the House, cannot be foretold.

I have learned that the prospects for the passage of the tariff bill by August 15 are good. It will take several weeks to bring about an agreement between the two branches of Congress, but the bill should reach the President for his signature some time in September. This statement is based on statements made to me by prominent senators.

On Saturday it was decided to postpone action on paragraph 752 of the tariff bill covering other garden and field seeds.

## THE KANSAS CITY CONVENTION

Arrangements for the 1922 Convention of the Society, to be held in Kansas City, August 15, 16 and 17, are rapidly approaching completion, and a most successful gathering is looked for. The convention is to be housed in one of the finest buildings in the country adapted for such purposes, Convention Hall, located at the corner of 13th Street and Central Ave. The building is replete with conveniences, and will provide for both meetings and Trade Exhibition.

### Railroad Arrangements

As previously announced, all members will be able to travel to Kansas City with the advantage of a rate of one fare and a half for the round trip on the certificate plan. To add still further to conveniences in this direction the Secretary has arranged with the trunk line associations for the privilege of sending certificates in advance to every member of the Society, so that personal applications for them need not be made. These certificates are all numbered and recorded so as to render them traceable in the event that they are used by others than members of the Society, the reduced fares applying only to bona fide members of the Society.

### The Trade Exhibition

Already about fifty-five exhibitors have made reservations of space in the Trade Exhibition, and many prospective exhibitors are in correspondence with the Secretary's office in regard to space. It looks as though every foot of available space will be taken up.

The Kansas City brethren are well organized, and have about eighteen committees working upon local details of arrangements, and the resulting plans for the comfort and convenience of visitors will shortly be announced. Without doubt, the attendance will be of record character.

### Membership Dues

Recently, from the Secretary's office, bills were mailed to all members in arrears for dues, and these members are urged to make prompt remittances. The Society is in need of these funds, as they are applied wholly to the expenses of the Society, which, necessarily, are quite large. Immediately on receipt of cheques for dues membership cards are issued to those sending them, which must be presented by all in attendance at the Convention.

## NATIONAL PUBLICITY CAMPAIGN

It is pleasing to record that quite a number of subscribers to the Campaign Fund have, in the last week or so, responded with cheques covering the memorandums of subscription indebtedness recently sent out from the Secretary's office. Still, very many have not yet responded to the appeal for immediate payment of pledges. It should not be necessary to further remind delinquents that the Publicity Committee needs the money pledged to them for the carrying on of the Campaign. Progress is made only in proportion to the funds available, and, unless sufficient money is in hand to cover advertising contracts at the time they should be made, the committee is sadly handicapped, and much of their work goes for nothing.

Among the subscriptions recorded at this time, it is pleasing to note one of $500 from Bassett & Washburn, of Chicago, who have the success of the Campaign very much at heart; another of $200 from J. F. Wilcox & Sons, Council Bluffs, Ia.; and still others of $100 each from A. Washburn & Sons, Bloomington, Ill., and Jackson & Perkins Co., Newark, N. Y.

JOHN YOUNG, Secretary,
48 West 18th St., New York.

# -HORTICULTURE-

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## THE TALK OF THE TRADE

Florists who have a little land available might use it to advantage by planting glodiolus corms now. It is not too late to plant gladioli, at least for flowers, although many people seem to think that all planting should be finished by the middle of June. In point of fact, a good crop of flowers can usually be obtained from bulbs put into the ground as late as July 20, and these flowers will be ready at a time when the glut is over and when prices are high again. Gladioli are not especially tender. They will stand one or two light frosts. From the point of view of the man who sells flowers "glads" coming into the market extra late will be a good investment. It is different with the man who is growing bulbs for increase. Earlier planting should be his rule. There will be very little increase, if any, from corms which go into the ground now.

John C. Robinson, of Ballstown Spa, N. Y., is one grower who realizes the dangers of careless saving of geranium stock. The finest lot of geraniums in his houses was a lot saved and marked "sold" and these were the ones for his own propagating purposes. He has the right idea.

Among the many New York state florists building or planning to build are Mohawk Greenhouses, Schenectady; Frank Hotaling, Amsterdam; Fred A. Danker, Albany; and George Nagengast, proprietor of the Flowerdale Greenhouses, Albany.

Henry Schrade of Saratoga Springs, N. Y., has had wonderful spring business. His three sons each fit into his individual department, store, greenhouse, and perennial and nursery stock, and are carrying on a prosperous business in a way that promises well for the future. They have a heavy call for window and porch boxes, and deserve high praise for the quality of their boxes. Large quantities of ferns are used, and a Schrade box spells quality.

L. C. Stroh & Sons, of Batavia, N. Y., have a new rose house recently erected for them by the American Greenhouse Co., of Chicago, and are particularly pleased because they got it finished early enough to give them a good start with their roses for the coming season. The new house is entirely in keeping with the balance of their up-to-date establishment.

An explosion in a factory at Acton, Mass., recently broke some forty lights of glass in the big greenhouse of Leonard Cousins at Concord Junction. Soon after, however, a check came along at the rate of a dollar for each light broken, which was equal to insurance. It wasn't very pleasant, however, to be obliged to take the time from a busy season to set the glass. All in all, though, it has been a pretty good Spring for Mr. Cousins. Early in the season he decided to grow his carnations in a different location this year and chose a somewhat high spot near the greenhouses. With the great amount of rain that has fallen the spot has proved an ideal one and the plants are in splendid condition. Mr. Cousins has also had a good pansy crop and for some days past has been busy picking seed. He says that the yield this year has been a large one and if reports are true he has sold seed at excellent prices.

Scott, the Florist, has developed one of the handsomest stores in Providence. While it is not very large or very pretentious, it contains suggestions for many other florists who are seeking to make the interiors of their stores attractive. A lightly built pergola extends entirely across the store opposite the entrance, and merges at one end into a recessed grotto where there is a desk, lights and writing material. All the wood work is finished



LILIUM REGALE

in white, and the effect is most satisfactory. Mr. Scott has found an opportunity to do a large amount of planting for customers, and fills a great many window boxes. This is a line of work which can be developed to great advantage by florists having a location in suburban or residential communities.

Macnair, the Florist, of Providence, who has been in business for many years and now owns two stores, is a great believer in the advertising value of electric lights. For several years he has kept his store fully illuminated until two o'clock in the morning, when the lights are turned out by an automatic device. Mr. Macnair believes that this nightly display is worth as much to him as newspaper advertising. His store is situated in a section of the city where thousands of people pass it every night, and the bright glare coming through the many windows makes it stand out with remarkable prominence from all the surrounding stores which are in darkness. People get accustomed to looking into the windows at night, and as they constantly encounter the name, that name remains in their memories to serve its purpose whenever for any reason they feel the need for flowers.

Regal lilies coming into the Boston market have been taken up quickly. Of course, it is impossible to say what the demand would be should any large quantity be available. As it is firms like Carbone, which appeal to the most select trade, are finding it well worth carrying and are eager for the flowers. I believe that the demand will keep ahead of the supply. I understand that the lily is not taking very well in New York, but it has not been offered in sufficient quantities and in low enough prices to give it a fair test as yet. It certainly has the qualifications of a florist's flower.

What has become of all the large palms? There seems to be no one in New England who can supply them, and I am continually being asked if I know of any private growers from whom they can be obtained. One wholesaler remarked the other day that any palms which should happen to get into his place would be sold before he could turn around.

The Rosary Garden Shop, of Elmira, N. Y., is to be moved into a new building on North Main Street. The interior of this store is to be of special and attractive design.

# NURSERYMEN IN CONVENTION

**Officers Elected**

**President, Paul C. Lindley, Pomona, N. C.**

**Vice President, Harlan P. Kelsey, Salem, Mass.**

**Secretary, Charles Sizemore, Louisiana, Mo.**

**Treasurer, J. W. Hill, Des Moines, Iowa.**

**Directors, William Flemmer, Jr., J. L. Mays of Lewisburg, Tenn.**

Except for a hall which was too small and rather difficult to do business in and for somewhat unsatisfactory hotel accommodations, the convention of the American Association of Nurserymen at Detroit, June 28-30, was highly successful. The attendance was large, many important matters were considered and Pres. M. R. Cashman put the business grist through the convention mill at a rapid rate of speed.

The convention was made notable by drastic action taken in the cases of three firms charged with discreditable practices, such as sending out diseased or misnamed stock, misrepresentation, unfair dealings and failure to make restitution in certain instances. All of these charges were not made against one single firm, but were included in the general list.

The vigilance committee had reported adversely on these firms to the executive committee, which had concurred and submitted the matter to the entire convention. It was voted to expel these nurserymen from the association: Glen Bros. Nursery, Rochester, N. Y.; Leamon G. Tingle, Pittsville, Md.; Whiting Nursery, Geneva, N. Y. It was also voted that Orlando Harrison of Berlin, Md., be reprimanded for sending out nursery stock with root gall or other diseases. It was stated, in Mr. Harrison's case, that his offenses were believed not to be intentional, but due to carelessness on account of his being away on other business.

There was a lively race for the next convention. The South wanted it badly and bids were made by Hot Springs and West Baden Springs, but it was soon evident that the contest lay between Chicago and Des Moines. Delegates from the latter city came armed with invitations from the governor, the mayor and other prominent people, but Chicago finally won although by only eleven votes.

The election of officers with the result given above was very satisfactory. New England was glad to be represented by Mr. Kelsey, whose work on the nomenclature committee was warmly commended. Mr. Flemmer, elected to the executive committee, represents the younger element in the association. The new president is widely known as a man of ability, tact and energy.

The banquet was a feature of the convention and the entertainment, in charge of a committee directed by Paul V. Fortmiller of Jackson & Perkins, was unusually enjoyable.

The program of the convention was carried out practically as outlined in a previous issue of Horticulture and some excellent papers were given.

The nurserymen from New England who were present included Richard Wyman of Framingham, Donald Wyman of North Abington, Harlan P. Kelsey of Salem, A. E. Robinson of Lexington, John Kirkegaarde of Bedford, Edward Borst of Framingham, Walton G. Wyman of North Abington, C. R. Burr and Mr. Harris of Manchester, Conn., and W. E. Campbell of New Haven.

## IS THIS THE OLDEST PEONY?

Many people believe that the oldest peony in the country is to be found on the farm of J. B. Lord, in Parsonsfield near Biddeford, Me. The original root was taken to that town in 1778 from Methuen, Mass., by Mrs. Judith Moulton, who carried it on horseback. She planted the root in a clearing made by her husband where a log house was built and according to the reports of local residents the plant has blossomed each year ever since.

**IRIS AND PEONIES**

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground:

**Darius, Dr. Bernice, Halfdan, Ingeborg, Loreley, Mme. Chereau, Mithras, Mrs. G. Darwin, Mrs. H. Darwin, Sherwin Wright, Walhalla, Walneriana.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

# THINKING OVER THE PEONY SHOW AT LONDON, ONT.

Mr. Lee R. Bonnewitz was in England at the time of the recent International Peony Show at London, Ontario, but his representatives have issued a bulletin reviewing the show and giving the impressions of Dr. J. H. Neeley of Paulding, Ohio. Among many things Dr. Neeley says:

"Mr. Casselman and Mr. Middleton of the Reception Committee met us at the station and very kindly assisted us to the Armories where the Show was to be held. There we opened our packages, put our peony blooms in water for the night, and learning that W. H. Thurlow had brought a refrigerator car full of blooms that would be delivered early in the morning, we went to our hotel and to bed, determined to be up by daylight in order to miss no part of the day's show.

"True to my resolve I was back to the Armories by five o'clock, only to find myself the first arrival of the day. The watchman asked if I were an American, and was apparently satisfied with my answer, for he soon afterwards left the building in my charge and went away. Hardly had he gone when a covered dray drew up to the back door and the unloading of the Thurlow exhibit was on.

"Mr. Thurlow, in his very pleasing manner, informed me that he had brought with him to the Show some four thousand blooms, that in the shipment were more than two hundred varieties, and that he had partitioned the car into compartments, each large enough to hold one of the stone jars in which the peonies were carried. As I watched his men filing by with the heavy jars full of blooms, I knew that whoever outclassed him that day in the Show would have to step some.

"While his several truck loads of blooms were being brought in, I passed the time studying the numerous other collections on hand, particularly the methods of the various growers in keeping and packing their flowers intended for the Show. Many had permitted the buds to become fully expanded before cutting, and in packing had merely rolled the blooms tightly in tissue paper. Some had given no protection at all, carrying the blooms loose in water. One large collection had been cut when the buds were about half open and then laid on a clean, dry basement floor to await exhibition time.

"I recalled that the late John M. Good had recommended this method, and I knew from experience that it would work, but as I looked upon the withered stems I could not but wonder whether flowers so treated would not revive too slowly for the hurry of the Show. The next few hours proved my fears were well grounded.

"The blooms from the Gardens of Lee R. Bonnewitz, Van Wert, Ohio, brought and exhibited by Paul Bonnewitz, a nephew of Lee R. Bonnewitz, had been labeled and sacked in the field, cut as soon as the buds showed expansion and placed in water in cold storage. After being thus held for nearly two weeks they had been taken out of storage on Wednesday morning, June 14th, and packed in pasteboard boxes (corset boxes being used), two blooms to each box.

"They had been carried more than three hundred miles to the Show, unpacked after thirty-six hours from storage, and yet when the stems were put again in water and the bags removed, the flowers, with scarce a bruise, opened out almost perfectly with a loss in number of less than ten per cent. The labels, placed on them in the field, went later right into the Show, thus saving much time and eliminating entirely the danger of getting varieties mixed. This is a method which seems to me worthy of further trial.

"For the first time in the history of the Society an admission fee was charged. This seemed to stimulate, rather than reduce, attendance, especially as it was known that the money received was to go to the War Orphans' Memorial Hospital Fund which the good women of the city are financing. Light refreshments were served by the same organization, and it was not deemed at all improper to nibble an ice cream cone and enjoy the flowers at the same time."

## PEONY NOTES

Mr. W. A. Peterson of Peterson's Nurseries, Chicago, believes in advertising which will make the general public familiar with the peony in its various lovely forms. He distributed a great many blooms this year in a way which will be to the advantage of the entire trade.

Mr. T. F. Donahue of Newton Lower Falls, Mass., was one of the prominent amateurs at the London convention and had some excellent flowers. He won second instead of third prize as given out in Class No. 30. His peony garden has won a wide reputation.

It is understood that Dutch interests have purchased land near Victoria, B. C., and will introduce the bulb growing industry there.

Albert Haas, the florist of College Point, N. Y., was recently married to Miss A. Frazen of Sound Beach, Conn. The couple have been enjoying a honeymoon at Atlantic City.



PEONY GARDEN ON PETERSON NURSERIES

# —HORTICULTURE—

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EDWARD I. FARRINGTON, Editor

ADVERTISING RATES:

Per Inch, 30 Inches to page ..... $1.50

Discount on Contracts for consecutive insertions, as follows:

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SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.


**Why Not Sell Books?** Is there any reason why florists should not sell books? Many of them already handle a long line of articles which are not of a floral nature, although associated perhaps in some ways with flowers. Garden ornaments, seats, baskets, vases, gold fish and aquariums, birds and bird cages are among the miscellaneous materials which are found on sale in florists' shops.

To be sure, there are men in the business who claim that none of these things have a rightful place in a store which is established to retail flowers. Nevertheless, there are few flower stores in which something besides flowers is not sold. Not long ago we found an attractive line of gift cards in a well kept flower shop and they did not seem out of place. They were the kind of cards which might well accompany a gift of flowers, and we have no doubt that many patrons of the store were glad to find them there.

Now there are books almost without number on gardens and the making of gardens. There are other books, although fewer in number, about the care of house plants. And there are a few books which discuss the arrangement and handling of cut flowers. It seems to us quite fitting that books of this nature should be offered in a store where flowers and garden materials are sold. It is not unusual for a customer to ask that a book of the kind mentioned be recommended. Sometimes questions are asked which might readily be answered from such a book.

Of course, no great amount of space should be used. It would not do to turn the florist's store into a book shop. A few books, however, perhaps held in position by book ends, might have a place on a table. Or a book case of the trough variety, which holds the books so that the backs with the titles are uppermost, might be given a prominent position near the door. We believe that the experiment would be a profitable one, at least during the Spring and Summer months.

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**Kansas City** It is to be hoped that a large number of florists from the Eastern states are planning to attend the convention of the S. A. F., at Kansas City in August. Without doubt there will be a very large attendance from the West, and it should be realized that this is an additional reason why the Easterners should go. When East meets West, the results are sure to be beneficial in many ways. Kansas City will have a royal welcome for the visitors. Her florists are a live lot of people and they will be on their mettle until the convention is over.

There will be no lack of entertainment, but what is of more importance, there will be no lack of worthwhile, money-making business ideas. Delegates need have no fear for lack of accommodations. Neither need they be afraid of the weather conditions. It is going to be a big, broad, breezy convention, and one not to be missed if attendance is possible. That plan originated in New York to have a Great Lakes excursion in connection with the convention sounds good, too. It will make an ideal vacation trip.

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## EDITORIAL BRIEFS

There is nothing slow about the Dutch florists, as many American florists have already learned. Their latest achievement is the shipping of flowers by aeroplane. The American trade commission at The Hague sends word that the blooms are cut at night, packed early the next morning, sent by motor car to the aerodrome near Rotterdam and put aboard the airship. They reach England at half past one, and go immediately to the London florists by motor car. With this arrangement, Boskoop flowers are put on sale simultaneously in Dutch and London shops.

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"Woolgatherer" in the Florists' Exchange had his wits about him when he criticized a contribution relating to the origin of the rambler rose. Mr. Rust in his letter set the matter right, but now comes an English friend of the rose who points out one or two slight errors in Mr. Rust's letter. Such an interchange of opinions is well worth while. It helps to bring out the whole truth about a matter.

---

It may be that we shall be buying many of our bulbs from Canada instead of from Europe in years to come. It appears that a number of Dutch farmers now in the East Indies are seeking for a settlement in British Columbia, where they believe the soil and climate to be suitable for the development of a big bulb industry.

**POINSETTIAS**

2¼-inch pots, $10 per 100, $90 per 1000.

**BEGONIA Cincinnati**

3-inch pots, $45 per 100.

**STRONG STOCK, READY NOW!**

**A. N. PIERSON, Inc., Cromwell, Connecticut**

# THE GLADIOLUS TRADE

## Forcing in Cold Frames Profitable—Mansfield Quarantined

Forcing gladiolus in cold frames for early sales seems to be entirely feasible. The Saunders Gardens in No. Scituate, R. I., have had very good success this year. On March 19, 2,500 bulbs were planted in frames, and the first cut was made June 18. The first gladiolus to bloom was Pink Beauty. Other kinds planted were Pearl, Halley, Pink Progress, Lily White and some of the Primulinus hybrids. The crop from the Saunders Gardens is sold almost entirely in Providence. A light truck is used for making deliveries, so that orders can be filled very quickly.

Apparently gladioli are coming along a little later this year than last season. The first flowers appeared about the first of July last summer, but in many sections are at least three weeks later this year.

Although only three specimens of corn borer are said to have been found in Mansfield, Mass., the entire town has been quarantined. This, of course, is unpleasant news for the Mansfield growers, many of whom ship to the Boston market. Foxboro, the adjoining town, is outside the quarantine, so that flowers can be shipped from there without a permit. There is always a difficulty, though, because with so many quarantines there is danger that people who buy by the roadside will have their flowers taken away from them in any event. It may be, though, that the Foxboro growers will be able to use a tag of some kind giving them immunity.

Of course there will be no difficulty in sending cut flowers from Mansfield to the Boston market, as both places are in the quarantine district. The difficulties of the wholesalers and shippers in Boston will be increased, though, because the flowers cannot be sent to any place outside the district without special permits. A lot of extra labor is involved. The quality of the flowers coming from Mansfield is so high that several of the buyers in Boston began to bid for the blooms long ago.

### PACKING IRIS BUDS IN COTTON

Irises are difficult flowers to exhibit in good form. It is almost useless to go out into the garden and cut a number of flowering spikes, for it is impossible to carry them to the exhibition without crushing and mangling the flowers beyond recognition. Yet this is possibly the only method of dealing with large numbers of varieties and stems. Another drawback of the method is that the flowers which develop later from buds are always undersized when they open after the stems have been cut some forty-eight hours or even longer.

A writer in the Gardener's Chronicle (England) says: "There is another and somewhat laborious method, which is to choose only stems on which fully developed buds are about to open and to tie these buds with wool before cutting the stems. These can then be packed much more closely and the buds should open into perfect flowers as soon as the wool is cut, when the stems are placed in water on their arrival. It is best to cut the stems in the late afternoon, and to put them in water for some hours before they are packed for the journey."

**MICHELL'S**

**Pansy Seed**

**Michell's Giant Exhibition, Mixed.** A giant strain, which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. ½ tr pkt 30c, tr. pkt. 50c, ⅛ oz. $1.25, oz. $8.00

**Giant Trimardeau, Mixed.** Large flowering and choice colors. Tr. pkt. 30c, oz. $2.25, $8.00 per ¼ lb.

**Giant Sorts in Separate Colors**

| | Tr. pkt. | Oz. | ¼ lb. |
|---|---|---|---|
| Azure Blue | $0.40 | $2.50 | $9.00 |
| Black Blue | .40 | 2.50 | 9.00 |
| Emperor William | .40 | 2.50 | 9.00 |
| Hortensia Red | .40 | 3.00 | 11.00 |
| King of the Blacks | .40 | 2.50 | 9.00 |
| Lord Beaconsfield | .40 | 2.50 | 9.00 |
| Peacock | .40 | 3.00 | 11.00 |
| Snow Queen | .40 | 2.50 | 9.00 |
| Striped and Mottled | .40 | 2.50 | 9.00 |
| White with Eye | .40 | 2.50 | 9.00 |
| Pure Yellow | .40 | 2.50 | 9.00 |
| Yellow with Eye | .40 | 2.50 | 9.00 |

**Daisy, Double English**

| | Tr. pkt. | Oz. |
|---|---|---|
| Monstrosa Pink | $0.50 | $3.50 |
| Monstrosa White | .50 | 3.50 |
| Monstrosa Mixed | .50 | 3.25 |
| Longfellow Pink | .40 | 2.00 |
| Snowball White | .40 | 2.00 |
| Mixed | .30 | 1.50 |

**Myosotis**

| | Tr. pkt. | Oz. |
|---|---|---|
| Alpestris Victoria | $0.25 | $1.50 |
| Eliza Fonrobert | .25 | 1.00 |

**Also all other seasonable Seeds, Bulbs and Supplies.**

**Send for Wholesale Price List**

**MICHELL'S SEED HOUSE**

**518 Market Street**

**Philadelphia, Pa.**



The beautiful estate of Mrs. L. M. Sargent at Prides Crossing, Mass.



R. E. Jones, Gardener, and A. F. Christianson, Assistant Gardener, on the Mrs. L. M. Sargent estate

# "Trees have shown a wonderful response"

## —*the tribute of Sargent Estate Gardeners to Davey Tree Surgery*

Prides Crossing, Mass.

The Davey Tree Expert Co., Inc.,
Kent, Ohio.
Gentlemen:

The trees on Mrs. Sargent's estate have been well taken care of during the past four years by experts furnished by The Davey Tree Expert Co., and we heartily recommend the Davey Co. to any one desiring honest, conscientious tree service. The trees on this estate have shown a wonderful response to the treatment rendered by Davey's skilled experts, and we have every reason to believe that numbers of years have been added to the lives of some of our trees which under less skillful care would have been lost.

Sincerely Yours,
Raymond J. Eland, *Gardener.*
Carl F. Christianson, *Ass't Gardener.*



An example of sectional filling work done by Davey Tree Surgeons on the Mrs. L. M. Sargent estate

Every gardener and estate superintendent has a most important work in the saving of trees under his care.

Davey Tree Surgery brings to his aid the highest development of science plus a generation of experience. A careful examination of your trees will be made by appointment.

THE DAVEY TREE EXPERT CO., INC., 4107A Elm St., Kent, Ohio

Branch offices with telephone connections: New York, Astor Trust Bldg., Fifth Ave. and 42nd St.; Boston, Massachusetts Trust Bldg.; Philadelphia, Land Title Bldg.; Baltimore, American Bldg.; Pittsburgh, 331 Fourth Ave.; Buffalo, 110 Franklin St.; Cleveland, Hippodrome Bldg.; Detroit, Arcadia, Motors Bldg.; Cincinnati, Mercantile Library Bldg.; Chicago, Westminster Bldg.; St. Louis, Central National Bank Bldg.; Kansas City, Scarrit Bldg.; Montreal, 252 Laugeuchitere, West.

Davey Tree Surgeons are near you—if you are between Boston and Kansas City. They are easily available and handle operations of any size, large or small. Write or wire Kent, or nearest office.



JOHN DAVEY
Father of Tree Surgery

# DAVEY TREE SURGEONS

Every real Davey Tree Surgeon is in the employ of The Davey Tree Expert Co., Inc., and the public is cautioned against those falsely representing themselves. An agreement made with the Davey Company and not with an individual is certain evidence of genuineness. Protect yourself from impostors. If anyone solicits the care of your trees who is not directly in our employ, and claims to be a Davey man, write Headquarters for his record. Save yourself from loss and your trees from harm.

## BOSTON OUTDONE

### Gude Brothers Co. Have 116 Shower Bouquets in One Order

Gentlemen:—

On page 295 of Horticulture under date of June 26, 1922, we find an item "Twenty Three Showers in One Order" of white and lavender peas.

It might be interesting for you to know that on May 29th we furnished one hundred and sixteen shower bouquets in one order for the graduation of National Park Seminary, all of white and lavender peas, and to assure you that they are pleased with our work is the fact that we have been furnishing these for more than ten years, never less than seventy-five and on one occasion as high as one hundred and twenty-three. The one hundred and twenty-three shower bouquets were made of red roses.

In addition to furnishing the one hundred and sixteen shower bouquets for the one order, we had several other commencements on the same day, in addition to which we furnished one hundred and forty two wreaths with thirty or more flowers in each for the District of Columbia Firemen's graves. This in addition to several hundred wreaths for Arlington Cemetery on the following day, anad our regular Decoration Day business and numerous commencements which were not small by any means.

So from the above it will be seen that there is some business in Washington as well as in Boston.

Very truly yours,
GUDE BROTHERS COMPANY.

## RAMBLER ROSE ORIGIN

### Mr. Brunton Comments on David Rust's Letter

Dear Sir:—

When I read the statements regarding the origin of rambler rose, May 25th, page 245, I was inclined to write but allowed the opportunity to pass. On June 10th, page 269, David Rust puts matters in a truer light. Three of the four persons named by David Rust I personally knew and can vouch for the statements regarding origin. I saw the rose in its early days at Edinburgh, Scotland, Dyke, Lincolnshire, England, and at Slough, England.

There are one or two misstatements on page 269, hence this note. "Mr. Jeuner in England" should read "Mr. Jenner in Edinburgh, Scotland." I believe David Rust, like myself, has Scottish blood in his veins, and he will agree with me that an injustice to Scotland should not be allowed to pass unnoticed. Mr. Jenner was an amateur horticulturist with a very remarkable collection of rare plants.

J. S. BRUNTON,
Barnsley, England.

RAIN WHEN YOU WANT IT

A Lifetime Dry Weather Insurance

A lifetime insurance against dry weather crop losses, that's exactly what the Skinner System of watering is.
When your crop is cut short, because of dry weather, it costs you money.
Costs you real money. The Skinner System of watering not only insures crops like asters, carnations, cannas, gladioli and dahlias, but it greatly improves their quality and surprisingly multiplies the quantity.
Don't think you have to buy a big, expensive equipment. You can have a Portable sectional line 50 feet long, that waters 2500 square feet, for even so little as $19.75. Or a 200-foot Portable line that waters 10,000, for $79.75. Four moves of it waters a whole acre. Two men can set it up in 20 minutes, hook on the hose and the watering starts. Just as easy to take down and move.
Can ship at once.
Lower price equipment gladly quoted.

The Skinner Irrigation Co.
100 CANAL STREET TROY, OHIO
SKINNER SYSTEM OF IRRIGATION

## SWEET PEA SHOW

While it is true that at the Sweet Pea Show held by the American Society in Boston, June 24 & 25, was very small compared with many previous exhibits, it can not be said that the sweet pea has lost its popularity, or the members of the society their enthusiasm. Conditions have been unfavorable for the last few years, but the sweet pea remains one of the most popular of flowers. One thing is true, the quality of many blooms shown in Boston was remarkably good. As was to be expected all the officers were re-elected, and it was voted to hold the annual meeting and show in Boston next year. Mr. W. A. Sperling of New York, re-elected as president, said that he expected to see the sweet pea make rapid development, and believed that the Society would soon regain much of its old time prominence.

## ACID PHOSPHATE FOR FLOWERS

Much new information is being obtained about the value of acid phosphate in growing flowers, as well as vegetables. In a recent talk, Prof. P. A. Lehenbauer of the University of Illinois spoke about experiments made at his station, showing the great value of this fertilizer for greenhouse roses. He said: "No fewer than 1,152 rose plants were dealt with in the trial, and those treated with acid phosphate gave an increased production of slightly over three blooms per plant. This increase of 4,800 flowers was produced at a cost of $5.60 for the fertilizers." It was claimed, also, that the average stem length of each variety was slightly increased, which is of especial value in the case of roses grown for market. Experiments with two varieties of carnations showed similar results, although the increase was not quite so large, the additional flowering being just over one bloom per plant. Acid phosphate can be applied in the soil before planting in quantities sufficient for the entire growing season, for it is not readily washed out of the ground."

# BURPEE'S SWEET PEAS

The Burpee Early Flowering Sweet Peas are recognized as leaders in their various colors and they are grown extensively by all florists who demand the very best.

The careful hybridization work carried on at Burpee's Fordhook Farms in Pennsylvania, the growing of the seed crops on Burpee's Floradale Farms in California, and our extensive indoor and outdoor trials give us a unique opportunity to supply the florists with the very best that can be had in Sweet Peas. Everything possible is done to insure the quality of Burpee's Sweet Peas.

## NOVELTIES

**BURPEE'S ORANGE.** In every way a beautiful variety of true glowing orange self with standard and wings of immense size. Awarded Certificate of Merit at the International Flower Show, New York, March, 1921. Trade Packet **$1.00**; oz. **$5.00**; ¼ lb **$15.00**; lb **$50.00.**

**CHEERFUL.** The large pinkish cerise flowers are an entirely new shade in the Early or Winter Flowering Sweet Peas. The flowers are of enormous size and excellent form. Awarded Certificate of Merit at the International Flower Show, New York, March, 1921. Trade Packet **$1.00**; oz. **$5.00**; ¼ lb. **$15.00**; lb **$50.00.**

**SUNBURST IMPROVED.** The color is a pleasing and attractive shade of rich salmon-pink. The large flowers, which are borne on long stems grow vigorously and bloom freely. Oz. **$1.00**; ¼ lb **$3.00**; lb. **$10.00.**

**MRS. WARREN G. HARDING. "The Harding Blue."** A deep shade of silvery blue, pure throughout with no suspicion of mauve or rose. The flowers are immense in size with a broad and much frilled standard. Trade Packet **50 cts.**; oz **$2.50**; ¼ lb **$7.50**; lb **$25.00.**

**MRS. KERR. "The Best Early Flowering Salmon."** Mrs. Kerr has created a sensation whenever exhibited as it is a flower of wonderful size in a most popular shade of clear and rich salmon. Trade Packet **50 cts.**; oz. **$2.00**; ¼ lb. **$6.00**; lb. **$18.00.**

**WHITE STAR.** A first-class black-seeded white without any suspicion of pink or other coloring. Beautiful, large flowers borne in fours on long stems. Trade Packet **50 cts.**; oz. **$2.00**; ¼ lb. **$6.00**; lb. **$18.00.**

## WHITE

**IMPROVED SNOWSTORM.** The flowers are very large, of excellent form, and pure white in color. Oz. **80 cts.**; ¼ lb **$2.10**; lb. **$8.00.**

**EARLY SANKEY.** A black seeded white which was awarded a Special Silver Medal. Oz. **60 cts.**; ¼ lb **$1.80**; lb. **$6.00.**

## CREAM

**LEMON BEAUTY.** A pale lemon-colored variety with standard and wings softly tinted amber. Oz. **$1.00**; ¼ lb. **$3.00**; lb. **$10.00.**

**PRIMROSE BEAUTY.** Deep primrose flushed with rose. Grown under glass this variety attains a height of only 5 to 6 feet. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

**CANARY BIRD.** A splendid rich deep cream with flowers of great size beautifully waved and borne four on a stem. Oz **50 cts.**; ¼ lb. **$1.50**; lb **$5.00.**

## PICOTEE

**DAINTINESS.** A strong grower with flowers of largest size. Pure white edged with rose. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

**EXQUISITE.** The ground color is a soft shade of primrose picoteed with deep rose-pink. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

## CREAM PINK

**DAYBREAK.** A pleasing shade of rich rose-pink on cream ground, slightly suffused with salmon. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

**RISING SUN.** Rose-pink on cream. A bright and most attractive flower. Grown under glass the plants attain a height of only 5 to 6 feet. Oz. **50 cts.**; ¼ lb **$1.50**; lb. **$5.00.**

## LIGHT PINK

**LOVELINESS.** The large flowers have a white ground, suffused soft pink and distinctly picoteed with rose-pink. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

**PEACH BLOSSOM.** A large and distinct shade of pale amaranth-pink deepening toward the edges of the wings. Oz **$1.00**; ¼ lb **$3.00**; lb **$10.00.**

**SWEET BRIAR.** Color a lovely shade of pink throughout, with a soft suffusion of salmon or amber. Grown under glass this variety attains a height of only 5 to 6 feet. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

## DEEP PINK

**CHEERFUL.** The very finest pink we have. Fully described under "Novelties." Trade Packet **$1.00**; oz. **$5.00**; ¼ lb **$15.00**; lb. **$50.00.**

**ENCHANTRESS.** A bright rose-pink, becoming deeper toward the edges of standard and wings. Large, well-waved flowers growing in fours on strong stems. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

**PINK BEAUTY.** The color is a soft rose-pink on white ground, deepening toward the edges. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

**ROSE QUEEN.** A pleasing shade of rich pink with a suffusion of rose. Blooms early and profusely. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

## ROSE

**FORDHOOK ROSE IMPROVED.** A charming shade of rosy carmine with flowers of largest size borne in fours on long stiff stems. Oz. **50 cts.**; ¼ lb. **$1.50**; lb **$5.00.**

**ROSEBUD.** Beautiful large flowers of a bright shining rose with a suffusion of bronze throughout the standard. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

**ZVOLANEK'S ROSE.** This is a widely known variety with large flowers and bold stems. Color a rich rose. Oz. **80 cts.**; ¼ lb. **$2.10**; lb. **$8.00.**

**SPLENDOR.** A magnificent deep rose self with a distinct white blotch at the base of standard and wings. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

## CRIMSON

**EARLY KING.** The finest early flowering crimson with flowers of great size and perfect form averaging fully 2 inches in diameter. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

**ROSY MORN.** A pleasing shade of rose with crimson-scarlet standard. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

## ORANGE-SCARLET

**GLITTERS.** No variety we know of approaches Glitters in richness, brightness and live-fire effect. The large, bold flowers are rich orange-scarlet. Oz. **$1.00**; ¼ lb **$3.00**; lb. **$10.00.**

## ORANGE

**BURPEE'S ORANGE.** A glistening pure orange. Fully described under "Novelties." Trade Packet **$1.00**; oz. **$5.00**; ¼ lb. **$15.00**; lb. **$50.00.**

**ORANGE BEAUTY.** Glowing orange, suffused scarlet in the standard and softer colored wings. A free and early bloomer. Oz. **80 cts.**; ¼ lb. **$2.10**; lb. **$8.00.**

**FLAMINGO.** A particularly attractive and pleasing shade of light orange with a suffusion of bright salmon and orange-pink wings. Oz. **$1.00**; ¼ lb. **$3.00**; lb. **$10.00.**

## SALMON

**MRS. KERR. "The Best Early Flowering Salmon."** Fully described under "Novelties." Trade Packet **50 cts.**; oz. **$2.00**; ¼ lb **$6.00**; lb. **$18.00.**

**APRICOT.** Glowing deep salmon self with a faint suffusion of orange. Oz. **80 cts.**; ¼ lb. **$2.10**; lb. **$8.00.**

## CERISE

**FIRE KING.** Scorching cerise-scarlet of very largest size. Oz. **70 cts.**; ¼ lb. **$2.10**; lb. **$7.00.**

**GORGEOUS.** A charming soft salmon-cerise self of very good size. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

**ILLUMINATION.** Glowing salmon-cerise with a suspicion of orange. Vigorous and strong. Oz. **80 cts.**; ¼ lb. **$2.10**; lb. **$8.00.**

**CHERRY RIPE.** A particularly bright and charming cherry or salmon-cerise. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

## LAVENDER

**LAVENDER KING.** A rich, true deep lavender of large size and beautiful form. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

**PRINCESS.** A vigorous grower of a lovely shade of soft lavender suffused with mauve. Oz. **70 cts.**; ¼ lb. **$2.10**; lb. **$7.00.**

**ZEPHYR.** This is a delightful shade of soft lavender. Oz. **50 cts.**; ¼ lb. **$1.50**; lb **$5.00.**

## BLUE

**MRS. WARREN G. HARDING. "The Harding Blue."** Fully described under "Novelties." Trade Packet **50 cts.**; oz. **$2.50**; ¼ lb. **$7.50**; lb. **$25.00.**

**BLUE BIRD.** A true self blue of large size carried on long stems. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

**TRUE BLUE.** A charming shade of true blue. Strong and vigorous. Oz. **80 cts.**; ¼ lb. **$2.40**; lb. **$8.00.**

## DARK BLUE

**BLUE JACKET.** A rich navy blue self with flowers borne on long stems. Oz. **80 cts.**; ¼ lb. **$2.40**; lb. **$8.00.**

## MAUVE

**MAUVE BEAUTY.** The color is a pleasing shade of rosy mauve. Flowers large and well waved. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

## PURPLE

**GLORIOUS.** An early-flowering Royal Purple. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

## MAROON

**MAROON PRINCE.** Rich, glowing reddish maroon. The flowers are very large and beautifully shaped. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

## ART SHADES

**FAIRY QUEEN.** A most pleasing pastel or art shade. Blush pink with pale salmon suffusion and dark veinings of rose. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

## BICOLOR

**FAIRY.** Rich cream, the standard being suffused pinkish apricot. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

**YARRAWA.** Bright rose-pink with clear cream base. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

**FAVORITE.** Rosy pink standard and blush wings. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

**FORDHOOK PINK AND WHITE.** Bright rosy pink standard; creamy white wings suffused rose. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

**COLUMBIA.** The flowers have a bright rose-pink standard. The wings are a soft shade of rose on a cream ground. Oz **80 cts.**; ¼ lb. **$2.40**; lb. **$8.00.**

## STRIPED

**AURORA.** Rich orange-scarlet flakes on a white ground. Oz. **80 cts.**; ¼ lb. **$2.10**; lb. **$8.00.**

**COLUMBINE.** Rich rose flakes on a white ground. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

**FANTASY.** Striped and marbled with rich rose-pink on a creamy white ground. Oz. **50 cts.**; ¼ lb. **$1.50**; lb. **$5.00.**

**HARLEQUIN.** Light heliotrope ground, striped and flaked deep chocolate and carmine. Oz. **60 cts.**; ¼ lb. **$1.80**; lb. **$6.00.**

## MIXED

**SUNRISE MIXTURE.** A carefully composed blend of the finest Early Flowering Specimens. Oz. **40 cts**; ¼ lb. **$1.20**; lb **$4.00.**

**SPECIAL MIXTURE OF LIGHT SHADES.** This contains only the light and delicate shades. Oz. **45 cts.**; ¼ lb. **$1.35**; lb **$4.50.**

**All the Burpee Sweet Peas will be sent postpaid at the prices listed above.**

**W. ATLEE BURPEE CO., SEED GROWERS, Philadelphia**

## SHADING GREENHOUSES

### Result of Experiments Made at the Missouri Botanical Garden

In the last bulletin of the Missouri Botanical Garden there is an interesting account of experiments made in shading greenhouses. Much of the information obtained should be of benefit to growers in other sections. The article reads as follows:

Various preparations, such as mud spray, lime and salt spray, whitening, etc., all of which were costly and unsatisfactory as well as unsightly, have been tried for shading the greenhouses at the Garden. Until recently the formula used was: white lead, whiting, and shutter green, mixed with benzine to form a spray. The use of this preparation required over 300 gallons of benzine annually to cover the entire glass area, and the spray was both costly and unpleasant to apply. Frequently too much white lead would be used or the solution would not be sufficiently agitated and permanent splotches would result which it was necessary to scrape off for the winter season.

Recent experiments have resulted in a much cheaper and more satisfactory spray which will withstand heavy rainy periods but nevertheless will wash off by fall. Water is used instead of benzine and potassium bichromate and powdered glue are substituted for white lead. The following is the formula used, the shutter green being omitted if a white shade is desired:

| | | |
|---|---|---|
| Water | 1 | gallon |
| Whiting | 1 | pound |
| Shutter green (dry) | 2½ | ounces |
| Powdered glue | 3 | ounces |
| Bichromate of potassium | 1½ | ounces |

In preparation, the powdered glue and the potassium bichromate are dissolved by boiling in separate containers. The whiting is dissolved in cold water. The glue and bichromate of potassium should not be mixed with the water and whiting until just before using, and after mixing the solution should be kept from the sun to prevent premature setting or hardening.

This solution, after screening, will pass readily through a hand spray or barrel pump. At the Garden the small hand syringe is used in applying the spray to the small houses, and if a sharp jerky movement is used an even shade will result, but the ordinary movement produces an irregular shade. In spraying the large conservatories the power spray supplied with Bordeaux nozzle is used to advantage.


# CYCLAMEN

Best Red, very fine
Glory of Wandsbek
Perle of Zellendorf
Rose of Zellendorf
Wonder of Wandsbek

Bright Pink
White with Eye
Bright Red
Wandsbek Salmon
Salmon Cerise

Rose of Marienthal
Pride of Cincinnati
Bright Red
Wine Red
Dark Salmon

| | 100 | 1000 | | 100 | 1000 |
|---|---|---|---|---|---|
| 2¼-in. | $12.00 | $100.00 | 3-in | $18.00 | $150.00 |
| 2½ in., extra select | 14.00 | 120.00 | 4-in | 35.00 | 300.00 |

Guaranteed free from mite.

# FIELD-GROWN CARNATIONS

| PINK | 100 | 1000 | WHITE | 100 | 1000 |
|---|---|---|---|---|---|
| Enchantress Supreme | $14.00 | $120.00 | White Enchantress | $12.00 | $100.00 |
| Rose Pink Enchantress | 12.00 | 100.00 | White Perfection | 12.00 | 100.00 |
| Mrs. C. W. Ward | 12.00 | 100.00 | Matchless | 10.00 | 90.00 |
| Pink Enchantress | 12.00 | 100.00 | White Benora | 12.00 | 110.00 |
| Lassie | 14.00 | 120.00 | Crystal White | 14.00 | 120.00 |
| Laddie | 20.00 | | White Wonder | 12.00 | 100.00 |
| | | | Thos. Joy | 15.00 | 135.00 |

## RED

Belle Washburn, Beacon, Aviator, Red Matchless
$12.00 per 100, $100.00 per 1000.
Variegated Benora, $14.00 per 100, $120.00 per 1000
July and later delivery
All quotations subject to market changes and if unsold.

# NEW VARIETIES CARNATIONS

Rooted Cuttings for 1923 delivery
Surprise, Natalie, Betty Jane, Super Supreme
Write us for full descriptions and prices.

# G. U. LIGGIT

*Wholesale Plantsman*

505 Bulletin Building

NEW ENGLAND OFFICE:
15 CEDAR ST., WATERTOWN, MASS.
L. J. REUTER IN CHARGE

PHILADELPHIA


## ARGEMONE MEXICANA

Among the wild flowers of California which we have raised successfully at Hillcrest is the beautiful Argemone or Pricklepoppy. Last season we planted it in the bed with our Feijou, where it seeded itself and has made strong plants this season. These self-sown plants are stronger than the ones from the cold frames.

The shape of the leaves suggests the Acanthus of the Corinthian columns. They are beautifully veined with a lighter shade of green, but their many thorny prickles would render them a nuisance in our fields and orchards if they were allowed to naturalize there.

The light yellow or white blossoms form shallow cups, two inches or more across, being larger than those of the celandine or bloodroot to which they are related. The Argemone is an immigrant from Mexico and gives a pretty tropical effect to our gardens, but it should be kept under control.

M. R. CASE.

Hillcrest Gardens,
July 2nd, 1922.

A large greenhouse is being erected on the property of Frank Herron at Norristown, Pa.

## McMANMON SELLS RETAIL STORE

John J. McManmon, one of the best known florists in Lowell, Mass., has sold his retail business to John J. Maloney, another Lowell business man. The transfer has aroused considerable interest, as Mr. McManmon has carried on his retail business for thirty years. Mr. McManmon will continue his nursery and wholesale work, and Mrs. McManmon, who has spent most of her time in the store of late years, will have more leisure. For some years Mr. McManmon has been developing his nurseries on the Lawrence road, and will now devote all his time to that branch.

## NEW ROSE GARDEN AT NEW HAVEN

A new and elaborate rose garden is being laid out in East Rock Park, New Haven, Conn. It will contain an acre and a half. Trellises will be erected over the walks leading to the center of the garden and climbing roses will be grown on them. In many ways the garden will be similar to the one at Elizabeth Park, Hartford, and will include a large number of standards. It is expected that this new rose garden will be one of the finest in the country.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

This has been a wonderful year for climbing roses and especially for certain varieties. I have never seen Silver Moon flower so freely and Dr. Van Fleet has done extremely well. Climbing American Beauty, while lovely when it first opens, soon turns purple. If it dropped its petals quickly like Christine Wright, this would not be such a serious fauts, but on the contrary it holds them with a persistence which is aggravating. I am sorry that this is so, for Climbing American Beauty blooms very early and is exceptionally hardy.

Without a doubt Paul's Scarlet Climber has proven itself the finest red in its class. In fact, one can almost put it in a class by itself. It keeps its color remarkably well, it has a long blooming period, it is excellent for cutting, its foliage is good and it flowers freely. What more can be asked of a rose? I imagine, though, that it will never grow very tall. Probably eight feet will be about the limit.

For covering a post I have yet to find anything equalling Excelsa, and for training over an arbor nothing beats American Pillar. In point of fact, American Pillar is obviously the favorite with everybody who comes into my garden. This year it made a wonderful showing. Aunt Harriet, which Conard & Jones also put out, was the first climber to flower in my garden this season, barring a pink variety from the late Jackson Dawson and which he called, I think, Mayflower, because of its early flowering habit.

The season closed with the flowering of Dorothy Perkins and its sport Elizabeth Ziegler, which I obtained from A. N. Pierson, Inc. This last named rose is the best of the smaller flowering pink varieties in my estimation. The blooms are borne in great clusters and with the utmost freedom, while they have a curious crinkled appearance which is delightful. It is a rose worthy of wide distribution.

A rose which I saw growing at Dr. E. K. Butler's place in Jamaica Plain, Mass., pleased me very much. It is called Graf Zeppelin, and looked extremely well growing on bamboo stakes in the fashion which Dr. Butler has adopted for all his climbers.

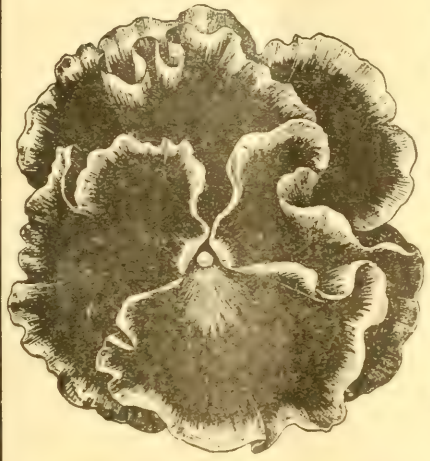
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Rose bugs are curious creatures. In some localities they have hardly been seen at all this season. In others they have appeared in swarms. I have been interested to get reports on the success of Meltrosine in dealing with these pests. I have been told that results



THE CLIMBING ROSE SILVER MOON

# The KENILWORTH Giant Pansy Seed



No.

28. **GIANT MASTERPIECE.** A remarkable type, the curled wavy petals giving the flower a double appearance; large flowers of great substance, on long, strong stems. Trade pkt., 45c; 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.80; 1 oz., $7.50; 4 oz., $27.00.

30. **GIANT THREE AND FIVE BLOTCHED.** The petals being distinctly marked with three or five large, dark blotches. Trade pkt., 40c; 1-8 oz., 90c; ¼ oz., $1.65; ½ oz., $3.10; 1 oz., $6.00; 4 oz., $21.50.

32. **GIANT PARISIAN.** The flowers are of enormous size and beautifully marbled, mostly five dark blotches on white and yellow grounds; an unusually showy mixture. Trade pkt., 40c; 1-8 oz., 90c; ¼ oz., $1.65; ½ oz., $3.10; 1 oz., $6.00; 4 oz., $21.50.

31. **GIANT BRONZE.** A fine mixture of all shades of velvety brown bronze, Havana brown, mahogany and copper shades. Trade pkt., 40c; 1-8 oz., 90c; ¼ oz., $1.65; ½ oz., $3.10; 1 oz., $6.00; 4 oz., $21.50.

36. **TRIUMPH OF GIANT.** The plants are of a robust growth and form compact bushes of a round shape. Trade pkt., 40c; 1-8 oz., 90c; ¼ oz., $1.65; ½ oz., $3.10; 1 oz., $6.00; 4 oz., $21.50.

10. **GIANT BATH'S EMPRESS.** The finest of fancy English Pansies. Trade pkt., 45c; 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.80; 1 oz., $7.50.

70. **ORCHID-FLOWERED, Mixed.** A dwarf, free bloomer, with a range of delicate colors that do not exist in any other Pansies, a remarkable combination of light rose, shell pink, blush mauve, fawn, light brown, orange and chamois. Trade pkt., 35c; 1-8 oz., 75c; ¼ oz., $1.35; ½ oz., $2.60; 1 oz., $5.00; 4 oz., $18.00.

## New Early Flowering Giant Pansies

They are three to four weeks earlier than other Pansies in coldframes or beds, each plant bearing four or five large blossoms, when other Pansies planted at the same time are only showing bud. The richly colored, large, wavy edged flowers on stiff stems are very fragrant.

**TRY SOME AND YOU WILL BE SATISFIED**

4. **Jove.** Lower petals violet, upper one light blue.
5. **Mars.** Cornflower blue.
6. **North Pole.** Pure snow white.
7. **Woden.** Quite black.
8. **Helios.** Pure yellow.

10. **KENILWORTH GIANT EXHIBITION** is the very finest complete mixture ever sold. Seed carefully saved only from mother plants of the best varieties and the largest and best colored flowers are selected originally. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivaled mixture. Trade pkt. 60c; 1-8 oz. $1.35; ¼ oz. $2.60; ½ oz. $5.00; 1 oz. $10.00; 4 oz. $37.00.

12. **KENILWORTH GIANT PRIZE.** The enormous flowers are of perfect form and of great substance. Petals undulated and ruffled. They are of the richest markings and many shades, some flowers being almost self-colored. Trade pkt. 60c; 1-8 oz. $1.25; ¼ oz. $2.40; ½ oz. $4.60; 1 oz. $8.50; 4 oz. $32.00.

19. **TRIMARDEAU GIANT PANSY,** improved. It is the largest and finest strain of Trimardeau that is sold. It is a very large flowered race of Pansies, compact growth. Flowers of immense size, of perfect form, beautifully ruffled, fringed, margined, etc. Trade pkt. 45c; 1-8 oz. 75c; ¼ oz. $1.45; ½ oz. $2.80; 1 oz. $5.00; 4 oz. $18.00.

20. **PRINCESS, the New Upright Pansy.** This strain is entirely distinct from all others. It is a dwarf, very compact grower. The flowers are massive, blotched and bi-colored and the Masterpiece of novel form and variety ever tested. Every strain carried was grown true to type and characterized by the brilliancy of its colors. Trade pkt. 40c; 1-8 oz. 90c; ¼ oz. $1.65; ½ oz. $3.10; 1 oz. $6.00.

22. **GIANT KENILWORTH STRAIN.** The flowers are of perfect form and substance, many of the immense flowers are 3 inch. It is a strain of exceptional beauty, blue colors and markings, dark with masses of red in many of the markings and many others too beautiful to mention. Light tones of every kind. Trade pkt. 40c; 1-8 oz. 90c; ¼ oz. $1.65; ½ oz. $3.10; 1 oz. $6.00; 4 oz. $21.50.

24. **GIANT KENILWORTH SHOW** is generally the largest flowered Pansy in the world, the immense flowers are of circular form. A beautiful succession of colors and markings. Trade pkt. 40c; 1-8 oz. $1.10; ¼ oz. $2.00; ½ oz. $3.80; 1 oz. $7.50; 4 oz. $27.00.

26. **GIANT KENILWORTH CUT FLOWER MIXTURE.** Is a distinct race by itself surpassing all other strains as a cut flower for the size of blooms and long stems. Flowers are carried erect above the foliage on long stems and are among the most graceful in shape and stand the hot, dry weather well. Trade pkt. 35c; 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.80; 1 oz., $7.50; 4 oz., $27.00.

11. **Winter Sun.** Golden yellow, with dark eye.
15. **Ice King.** Silvery white, with dark blue eye.
16. **Celestial Queen.** Light or sky blue.
17. **Charm of March.** Dark velvety blue.
18. **Mixed.** The above nine colors. Trade pkt. 35c; 1-8 oz., 75c; ¼ oz., $1.35; ½ oz., $2.60; 1 oz., $5.00.

**GIANT PANSY SEED**

**In Separate Colors**

Trade pkt. 35c; 1-8 oz., 75c; ¼ oz., $1.35; ½ oz., $2.60; 1 oz., $5.00.

38. **Mme. Perret.** Red and wine shades.
42. **Adonis.** Light blue, dark center.
44. **Black.** Almost coal black.
48. **Lord Beaconsfield.** Purple, shaded white.
50. **Goliath.** Large, curled yellow, blotched.
54. **Pres. Grant.** White, five blue blotches.
56. **Light Blue Shades.**
58. **Indigo Blue.** Deep velvety blue.
60. **Hortensia-Red.** Light rose.
62. **Prince Henry.** Dark blue.
65. **Ruby King.** Superb crimson and red.
64. **Snow Queen.** Beautiful satiny white.
66. **Almond Blossom.** Delicate rose.
68. **Andromeda.** Curled apple blossom.
72. **Orchid Flowered Mammoth.**
74. **Sunlight.** Yellow, with brown blotches.
78. **Bridesmaid.**
80. **Purple.** Large, rich deep color.
82. **Giant Peacock.** Rich ultramarine blue.
84. **Mercury.** New. A deep blackish purple.
88. **Emp. Franz Joseph.** White, blotched blue.
90. **Vulcan.** Dark red, with five blotches.
92. **Victoria.** Blood red, violet blotches.
98. **Psyche.** Curled white, with five blotches.
100. **Yellow.** With dark blotch.
102. **Yellow.** Large golden yellow.
104. **White.** With violet blotch.
106. **White.** Large satiny white.
108. **Emp. William.** Ultramarine blue.
110. **The preceding 29 colors mixed.**

## Free Offer of Kenilworth Grown Pansy Seed

**THE BONUS MIXTURE**

**I have a surplus of the four best selling varieties due to the unusually good season for growing Pansy Seed. I will give it as a bonus with all orders for Pansy Seed at the rate of 1,000 seeds for every dollar's worth of seed and with other amounts in like proportion.**

**THIS IS A TIP-TOP MIXTURE**

**and is sure to please YOU. THIS OFFER HOLDS GOOD AS LONG AS I HAVE A SURPLUS OF THE ABOVE VARIETIES.**

**Chas. Frost**
**35 Cross St.**
**Kenilworth, N.J.**


have been satisfactory where the bugs have not appeared in large numbers but that it has proved of no avail where they have come in hordes. In one place, I understand, the pests covered not only roses but peonies as well, and seemed immune to Meltrosine in spite of repeated applications. Fortunately visitations like this are not common.

At the recent rose and sweet pea show in Boston Dr. Robert Huey of Philadelphia gave a very interesting lecture on roses and their care, through the generosity of Miss Marian Robey Case. Dr. Huey was very emphatic in his championship of budded stock, declaring that with but few exceptions much freer blooming and longer lived plants were to be obtained than when own root stock was used. He described experiments in which roses of the same varieties but grown in the two ways were planted in adjoining beds and said that the own root plants were so much better that there was really no comparison. He told his audience that they could readily grow their own roses by plant-

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Flowers of all varieties: Beauties, Orchids, Gardenias, Lily of the Valley, Adiantums and Smilax a Specialty

A trial order will satisfy the most exacting buyer

Consignments Solicited

ing multiflora seed and budding with the varieties desired.

Dr. Huey spoke of using peat moss as a mulch, saying that it saved much labor and gave good results. In this connection I was interested to read in an English paper that one gardener had been using this moss in quite a general way, spreading it around his snapdragons and using it mixed with equal parts of sand on the lily of the valley beds.

It seems to me that this should be an excellent practice where the weather is likely to be dry for a long time, and where the ground readily bakes and cracks. Dr. Huey said that the hose could be allowed to run in the moss until it was saturated, but that in a few hours it would look entirely dry on top, although the ground would be moist and cool.

I have sometimes wondered if the perennial borders could not be mulched to equal advantage with the prepared litter which is used in poultry houses and which, I think, is composed of peat. After being removed from the houses in the Spring, it should make an ideal litter, it seems to me. Has anybody tried it, I wonder?

## SEAVEY'S NEW GREENHOUSE

G. S. Seavey & Sons of Bangor, Me., are about to build a new Hitchings greenhouse 60 by 25 ft. The new house is to be stocked with ferns, primroses, cyclamen, geraniums and other miscellaneous plants in which the Seaveys do a large business. The Seaveys have been very successful and have learned how to develop trade in the surrounding towns. They have agencies in at least ten places. Three years ago Mr. Seavey and his son began featuring bulbs and bought 6000 tulips. This year they have purchased 50,000 bulbs, and the end is not yet.

## MR. GRATON'S BOOK

Mr. Louis Graton's little volume, just off the press, entitled "Intensive Strawberry Growing," is reviewed with much pleasure. Mr. Graton knows strawberries thoroughly, and, moreover, he knows how to tell what he knows, which is an accomplishment many men lack. Both commercial growers and amateurs will find much profitable information in the little book. Perhaps the amateur will benefit most, but the professional will at least find food for thought in some of Mr. Graton's ideas.

## A NEW WELCH WHOLESALE HOUSE

On the first of July Edward J. Welch opened a new and handsomely appointed wholesale establishment at 288 Devonshire street under the name of "Welch's." The store is painted white throughout and contains a very large and modern chest as well as the other necessary furnishings. It is strictly up-to-date in every way. The firm has arranged for a steady inflow of stock and will also put in a line of garden accessories, baskets, and similar supplies. Mr. Welch is the son of the late Patrick Welch and has had a lifetime of experience in the florist's business. He starts out with the right good wishes of his friends.

The Rosary flower shop has been opened at Mechanicville, N. Y., by Fenton & Daurey of North Troy.

## BOSTON FLOWER MARKET

### Option on Broadway Site Taken—Stock Being Sold

Much to the regret of many florists the directors of the Boston Flower Exchange, Inc., have been unable to obtain the old Cyclorama building on Tremont St. for a flower market at a price which they were willing to pay. The owners demanded a sum which was deemed much too high.

As a second best choice an option has been taken on the Broadway site, which is located between Washington street and Harrison avenue. This is a much less desirable section in many ways, but the property contains 13,000 square feet and has ample room in the rear for parking purposes. It will be necessary to tear down the present building and erect a new one. While the option is to run for thirty days, it has not been definitely decided to take this site.

The transfer of shares from the Cooperative Market members is now going on. It is only necessary to make an indorsement on the back and send it to the president.

The first block of stock in the Boston Flower Exchange, Inc., since the increase of capital to $250,000 was authorized, is now being placed on the market. It is being offered to growers only, and the price is twenty dollars a share. At a recent meeting, Mr. Thomas Roland handed his check for $5,000 to the treasurer, and said he considered it the best investment he ever made. The Flower Exchange has been paying regular dividends for years and undoubtedly will keep on doing so. Several other growers are expected to take good size blocks.

## E. H. WILSON'S RETURN

It had been generally expected that E. H. Wilson, assistant director of the Arnold Arboretum, would return to this country the latter part of last month. It has now been learned, however, that he will not be back until late in July. He is going to France from England instead of returning directly to America. Mr. Wilson's trip has taken him to many parts of the world, including Australia and India. He has sent a large amount of material to the Arnold Arboretum, and has made a great many photographs which will undoubtedly be of great value. Plans are being made by the Horticultural Club of Boston, of which he is president, to give him a fine reception upon his return.

## George Watson's Corner

"You in your small corner and me in mine."

Charles B. Mills of the O. M. Scott & Sons Co., Marysville, Ohio, called on us recently, and we made a pleasant acquaintance. His company does a big business in soy beans and lawn formulas—even if the town is only rated 4 in the Almanac. Mr. Mills has travelled all over the world: Europe, Asia, Africa, etc. We forgot to ask him about Timbuctoo; but no doubt he has been there. Ah hah! You thought I was going to add the too, to it; but I didn't. Nice boy. He will be heard from later. Treat him right.

The S. A. F. annual report for 1921 arrived June 17, 1922. A little late but better late than never.

The peony growers in nearby Philadelphia seem to be well satisfied with their returns from the wholesalers for Memorial Day business. It is not so many years ago when the wholesalers refused to handle peonies at all. Too bulky. Too much work. Too little money. But things have changed around since then, and now there is quite a raft of them being handled. And everybody seems to take them as a staple and established cut flower standby. Chester County is a big shipper—so also is New Jersey.

The Sesqui-Centennial is coming and we are just beginning to wake up. We haven't elected a boss yet but Rodman Wanamaker sounds good.

There's a young friend of mine, an employee earning a good salary as a salesman; but he says: "Can't I make something on the side. We've got twelve acres of good land and a lot of sash. Now, what is the best thing to grow to make a little money." This was a pretty hard proposition, so we passed it up, and said—we didn't know; but would think it over. We asked a bright lad who has tried a lot of things and he said tell him to grow **perennial phlox**—the named varieties; also the **peonies**—the named sorts, of the up-to-date varieties. May not get so much out of the cut flower end of it; but then there is the young plant end to push—which is all velvet. There is a good thought in that, so I pass it along for what it is worth.

There's nothing like good clean sport for keeping the youngsters in trim:—physically, mentally and every other way. Glad to hear the florists are to have their usual bit of fun during the summer months. Al Swan announces that the representatives of the various teams had a preliminary meeting, June 12th.

This is the second season for the Champion Campbell trophy, which was won last year by the Pennock team. Some changes have taken place in the personnel of the various teams contesting since last year, and the outcome may be looked forward to with interest. Go to it, boys, blow off that steam, and may the best bunch win. But play straight. No funny business.

Among our recent visitors was J. J. Fallon of Lynchburg, Va., who tells us he has taken over and is now operating the O'Quinn place at Raleigh, N. C., in addition to his home establishment.

When the Lancaster County boys and girls blow in for a visit, you want to have your wits about you. The Herr's, and the Weaver's and all the rest of them are "Keeners," all right; and nothing much passes them. It was

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a delightful experience, on June 8th, 4.38 p. m. (Phila. Time), and we will not soon forget it. They had a regular bunch of autos, and had been to Riverton, and lots of other places, before they struck into 1614 Ludlow. Samuel was delighted to meet them, and handed out his Presidential smile, in the true Parisian manner, which comes from his recent trip through Europe. We trust they were duly impressed, but we doubt it. The Lancaster folks are a bit grim about London and Paris and such places. They have a firm idea that the center of the universe is right around Lancaster.

I suppose I must have been about nine years old. Anyway, the other schoolboys seemed to think I was too pacific. I'd never had a fight with any other boy. Looked bad to them. They had seen me try the bogie-roll tobacco in a clay pipe back of the school house —and get very sick. But a fight. No, that supreme delight for them, had held back. George was quiet and friendly with all his pals. So they had to arrange it. Jimmy Clark was the challenger. I don't know what happened to Jimmy; but I remember coming out of it with a sprained thumb. Well, all these schoolday thoughts came back to me when I met Sam Pennock, Junior, in the smoker this morning. Do you smoke, Sam? Oh, I take a little whiff once in a while. Gosh! I've had a change of mind. Sam's no kid any more. He's a man! Cornell ain't so bad, after all.

Recent visitors include: George G. Parker, Phillipsburg, Pa.; A. Engelmann, Tyrone, Pa.; Mrs. W. E. Murrah, Augusta, Georgia.

## NEW ENGLAND NEWS

John T. Allen and William Gray of Newport, R. I., will be judges at the Narragansett Pier flower show August 16.

Robert P. Holmes, son of Eber Holmes, superintendent of Halifax Gardens, was recently married to Miss Hazel E. Dutton. Mr. Holmes is in charge of several large greenhouses at St. Bruno, about 14 miles from Montreal. The wedding took place in Halifax.

The W. & C. Nursery, now at Westfield, Mass., is to locate at Leominster, where it has purchased a large tract of land and a good sized house. The proprietors of the nursery are J. A. White and Howard A. Cady. The work of transferring the stock will be completed this fall. It is expected that a large business will be built up at the new location.

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Arnold Fisher and Christian B. Johnson of Woburn, Mass., contributed thousands of flowers to an industrial exposition recently held in their city, and did much to help make it a remarkable success, with about $4000 net profit.

## BOSTON NOTES

Albert Neddy, for a long time connected with Welch Bros. Co. on Devonshire street, has now gone with N. F. McCarthy. Mr. Neddy is very well known and has many friends.

Gustave Thommen, the well known and highly popular correspondent of the Florist's Exchange, is taking a much needed vacation and has gone on a trip to Florida.

Charles Boyle, president of Thos. Galvin, Inc., is taking a month's vacation, but was very careful not to say where he was going.

Otto Goodwin has left the employ of The Rosary on Boylston street.

At a recent meeting in Boston of the committees appointed to make arrangements for the Gardeners' convention to be held in Boston next September, several plans were talked over. It was decided to have a banquet, probably on the second night, and to use two days for visiting estates around Boston, including the famous Crane estate at Ipswich, of which Pres. Robert Cameron is superintendent.

James Wheeler of Natick, who has won fame with his Godfrey callas, is now to have a special house for his pets. It will be 300 ft. x 24 ft. and of King construction, and is designed wholly for callas, which he grows in beds instead of benches and which are always in demand at top prices.

The Freedonia, N. Y., Seed Co., has acquired the Joe Camello property and it is understood will put up a new plant there.

Mr. C. A. Hall is putting up a greenhouse at Fort Edward, N. Y. Mr. Hall was formerly in business at Able Park and West Sand Lake. The new greenhouse will be 26 by 10 ft. and is to be opened about October 1st.

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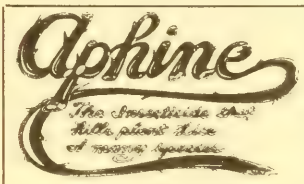
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| 30 | 16 in. | 1.85 | 21.00 | 167.00 |
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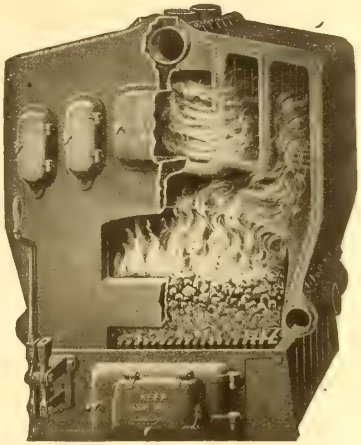
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# Who is to Blame?

Last fall several owners of ranges had to suddenly change their growing plans, because of delays in finishing the overhauling of their heating.

**Who was to blame?**

A number of others one a notably big range came near losing their entire crop because of last-minute boiler trouble that the owners knew was likely to happen almost any time, and still had put off doing anything about.

**Who was to blame?**

You remember early last spring how we commenced urging florists to start in overhauling their heating systems the very day firing stopped?

You remember how a lot didn't do it, thinking that pipe and other things would be lower?

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So they had to pay the price for pipe, besides the extra cost of a last-minute rush job—which is **always** mighty expensive.

Instead of saving money, they actually gave a lot of money away, **for which they got no real benefit.**

So this season, the same as last, we urge growers to have their heating overhauled at once.

Send for us to come and look it over, make recommendations, and submit an estimate.

After which, don't put off giving us the go-ahead order until the last minute and then expect us to do the impossible.

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SEP 7 1922

# HORTICULTURE

**July 25, 1922**


Consider Evergreens for August planting.

Our large stock of conifers enables us to furnish strong vigorous plants, that will begin to repay you at once in satisfaction.

Visit our nurseries and see the stock we offer.

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**W. H. WYMAN & SON**

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ASTERS are much improved both as to quantity and quality—plenty of medium and short white for florist work, with a good selection of longer white, also purple and pink all of choice quality

With these and GLADIOLI, they are two splendid summer flowers that are unusually strong on

GLADIOLI $4, $5, $6 per 100; $30, $40, $50 per 1000.

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### For July and August Flowering

We offer an extra fine lot of Otaksa etc., ready for immediate shipment, for Summer blooming, in 11 inch common bulbs tastefully budded, at $4.00 $5.00 and $6.00 each, according to size of plants

## Winter-Flowering Roses

We can still supply in quantity the following varieties of Winter flowering roses, extra fine stock, 60th pond, out of 3½ inch pots **Columbia, Francis Scott Key, Double White Killarney, Mignon or Cecile Brunner, Mme. Butterfly, Premier, White Ophelia**, in limited quantity the following varieties **American Beauty, Crusader, Mrs. Aaron Ward, Ophelia, Pilgrim, Silvia, Priscilla.** Price on application.

## Ferns

We wish to call particular attention to our fine stock of Ferns which we are offering at this time

**NEPHROLEPIS Victoria** (The Victory Fern) A beautiful, crested form of **Teddy, Jr.**, nice plants 6 in 75c and $1.00 each 7 in $1.50 each

**NEPHROLEPIS elegantissima.** Nice plants, 6 in., 75c and $1.00 each 8 in., $2.00 each large specimens, 10 in., $4.00 and $5.00 each

**NEPHROLEPIS elegantissima compacta.** 3½ in., 35c and 50c each nice plants, 6 in., 75c and $1.00 large specimens, $2.00 each 10 in., $4.00 and $5.00 each

**NEPHROLEPIS Muscosa.** 3½ in., 25c and 50c each 5 in. 75c each 6 in., $1.00 each

**NEPHROLEPIS, Dwarf Boston.** 6 in., 75c each, 8 in., $2.00 each

Packing added extra at cost.

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This is the kind of stock that has built our business. It will help build yours too.

# *Peonies! Peonies!*

THE CREAM OF THE WORLD'S CHOICEST IS REPRESENTED IN THE FAMOUS CHERRY HILL STRAIN.

WHEN YOU BUY THEM, YOU ARE GETTING THE HIGHEST QUALITY IN HARDINESS, VIGOR OF GROWTH, FREEDOM FROM DISEASE AND FREE BLOOMING QUALITIES.

PLACE YOUR ORDERS NOW FOR SHIPMENT ANY TIME AFTER AUGUST 25.

## Cherry Hill Nurseries

(T. C. Thurlow's Sons, Inc.)

NOT OPEN SUNDAYS WEST NEWBURY, MASS.


### MONEY COMING IN WELL FOR BOSTON MARKET

At a recent meeting of the General Committee of the Boston Flower Market it was reported that rapid progress was being made in the disposal of the stock. At that time $81,920 in actual cash had been paid in, leaving only $18,000 to be raised before taking the next step. It had been determined that nothing further should be done until $100,000 had been raised. With that amount on hand the committee will be ready to make a definite decision as to a site for the new market house. Several sites are still under consideration, there being a difference of opinion among the members of the committee as to which is the most advantageous. As soon as the site has been definitely settled upon, however, all the members will co-operate in pushing the work so that the new market will be ready for occupancy the first of next February.

### FIFTY QUACKERS IN PENN'S WINDOW

Henry Penn has again scored a hit with his annual window display of a miniature farm, including a pond with a large number of ducklings. The window is particularly well done this year, the waterfalls, mill wheel and other accessories making a delightful picture. The floor of the window is carpeted with moss, over which the ducklings, of which there are fully half a hundred, waddle to the pond. The ducklings are secured by Mr. Penn from a farm in Duxbury, being received when they are three days old. As soon as they grow too big to be cunning they are returned to the farm. Mr. Penn expects to continue this display until the end of August, at it makes a remarkably successful summer feature.

### HOFFMAN'S HOTEL DECORATIONS

Sydney Hoffman has won new laurels as a result of his work in decorating the Copley Plaza Hotel on the occasion of the recent convention of hotel men. Rambler roses were used for the most part, and in a remarkably effective way. There were two huge rose arbors illuminated with Japanese lanterns extending the entire length of the ball room. In addition to the roses, there were hundreds of potted plants. The guests were seated beneath and between the arbors. The small hall at the entrance was transformed into a palm garden, while the orchestra in the foyer was almost concealed with flowers and plants. Many of the visiting hotel men said that the decorations were by far the most lavish and successful of any they had ever seen.

### BOSTON NOTES

Fishelson, the Florist, of Charles Street, has closed his store for the months of July and August.

Seavey, the Florist, has been obliged to give up his store in the Copley Theatre for the time being, as the theatre is being moved to a new location on Stuart Street. He is maintaining his office in a neighboring building during the summer, but expects to open his store in the fall.

Allan Peirce of Waltham has installed a soil pulverizing machine in his establishment which he reports is doing very good work.

The New England Florist Supply Co. has changed its location. It is now at 262 Devonshire St. in the basement under the store of Welch Bros. Co. The location is a particularly good one as the entrance is directly opposite the Co-operative Flower Market.


## Regal Lily Bulbs

LILIUM REGALE
for Fall delivery

Large bulbs, 6-9 in., $40.00 per 100.

Large flowering bulbs, 4-6 in., $30.00 per 100.

Small flowering bulbs, 3-4 in., $20.00 per 100.

C. P. HORSFORD
CHARLOTTE VERMONT

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

Vol. XXXVI JULY 25, 1922 No. 2

## THE TALK OF THE TRADE

In the last issue I spoke about the growing popularity of the Regal lily. Since then I have been interested to learn that C. P. Horsford, the nurseryman of Charlotte, Vt., has been very successful in growing these bulbs, which he is now putting on the market. If they can be grown to advantage in Vermont, there can be no question about their absolute hardiness for practically any part of the country.

I find that many nurserymen in various places are beginning to experiment with these bulbs, and are finding them very easy to handle. It may be of interest to describe briefly the methods which Mr. Horsford has found satisfactory. His first stock of seedlings was grown under glass, but now he plants the seeds in frames, using burlap as shade. The plants are left in the frames two years before they are transplanted in the open ground. Mr. Horsford has found that cutting the



Lilium Willmottiae Grown as a Pot Plant

flowers seems to result in larger bulbs. This gives a double profit, too, because no difficulty is found in selling all the flowers that can be produced. There are few lilies which increase so rapidly by offsets or are grown as easily from seed, provided one knows how to handle them.

I believe that florists in small towns who have some land available but do a retail trade will find the Regal lily among the most profitable plants which they can grow. They will have no difficulty in selling the flowers at a good price, and the flowers themselves would inevitably create a demand for the bulbs. Planting can be done either in the fall or in the spring, which is a great advantage when selling to a retail trade, because bulbs sold early and planted out in the spring will bloom the same year.

Mr. Horsford expects about 15,000 bulbs to sell this year, although it is a little early to tell yet how many will reach the size of six inches in circumference, which is now considered right for first size bulbs.

I was very much interested to find that Mr. Horsford also has several thousand large bulbs of Lilium Willmottiae, which are going onto the market this fall. This lily is not very well known as yet, but has great possibilities. Probably it will never be used to any such extent as the Regal lily for cutting, but it is an admirable garden flower, and any florist growing it will be sure to meet with a demand for stock. This lily was discovered by Mr. E. H. Wilson, of the Arnold Arboretum, in the Province of Hupeh, China. It is remarkably floriferous, as many as 28 blooms sometimes being borne on a single plant.

The color is best described as a shade of orange, while the recurved petals have numerous brown spots. In good soil it grows to a height of four feet, but in England, where it is proving popular, it has been known to reach a height of six or seven feet, with sixty flowers on a stem. The flowers themselves are about three inches across. The slender foliage is a deep rich green, and the whole plant has a very distinctive and graceful habit.

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Mr. Horsford has demonstrated the fact that this lily is perfectly hardy. He says, in fact, that it is as hardy as the Tiger lily, which will grow anywhere in New England. He has also found that it grows very readily from seed. Lilium Willmottiae has also been grown as a pot plant. Whether or not it will ever become a florist plant when forced I cannot tell, but certainly it will prove an admirable addition to the contents of private greenhouses.

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According to reports from France, Paper White Narcissi will make a very short crop this year, owing to long drought. This will naturally mean higher prices and likewise that the larger size bulbs will be particularly scarce. It might be said, though, that growers have learned that the matter of size is not of so much importance in forcing bulbs as used to be supposed. Firmness and general quality mean much more.

There are also reports that Freesia bulbs in California are going to be short, but such reports are quite common as a rule at this time of year and too much credence should not be given them. It is interesting to have a report from F. Rynveld & Sons that their plantings of gladioli on Long Island are producing a tremendous crop.

---

On a recent visit to Alonzo J. Bryan, the well known grower of Washington, N. J., I was surprised at the tremendous number of small chrysanthemum plants which he was growing, both for the trade and for his own use. I knew, of course, that Mr. Bryan had made a wide reputation for his chrysanthemums, but did not realize that he had gone into this branch of the business so heavily. Mr. Bryan is also exceptionally successful with cannas, of which he grows several acres, which were in bloom on the occasion of my visit and made a splendid show. Some florists find but little money in cannas, but Mr. Bryan seems to do well in them.

It seems quite a natural thing, that having seen his greenhouse business grow from a single house to a range of ten large houses, Mr. Bryan should now venture into the retail field in a more extensive way than he could do at his range. He is now remodeling a building on East Washington St. where a retail store will be established.

---

H. H. Barrows, the veteran fern grower of Whitman, Mass., thinks a lot of the new Dwarf Boston. When I recently visited his large and very interesting establishment, I found a considerable stock of this fern in the benches, and certainly it looked good. It has the characteristic appearance of the Boston fern, but is more compact, with shorter fronds. It has a most thrifty look, too, and increases at a remarkably rapid rate. Mr. Barrows said that no other dwarf fern could approach it in this respect. He has been obliged to cut back heavily to keep the beds open. Mr. Barrows has some nice benches of Macawii and likes it, but calls the Dwarf Boston its superior, all things considered. Perhaps I am giving away a secret, for Mr. Barrows has not yet begun to advertise the Dwarf Boston, although he has been selling some cuttings. Certainly, however, he will be able to put it out in a more free handed way before long.

Apparently the fern business has been extraordinarily good this season. Mr. Barrows has not yet caught up with his orders for propagating stock and reports a remarkable demand from Canada, where the call for ferns seems to be insatiable.

---

A. Rolfs, of Randolph, has been especially successful in growing Helichrysum. He devotes more space to this than any other grower in New England, and has succeeded in getting flowers of the colors most wanted. It is evident that the demand for these everlastings is constantly growing because Mr. Rolfs has largely increased his planting this year, enabling him to supply several additional retailers. He maintains the quality of his flowers by selecting the best blooms which he finds during the summer and allowing them to produce seed.

---

Mr. J. Costello, who has opened a florist store in Brighton, Mass., after having been in the Elliott greenhouses for many years, has worked up an excellent trade in the planting of flower gardens, the filling of flower boxes and similar work. This is a side line which seems capable of wide development in suburban towns. Apparently it is going to be an important part of Mr. Costello's business.

**IRIS AND PEONIES**

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground:

**Darius, Dr. Bernice, Halfdan, Ingeborg, Loreley, Mme. Chereau, Mithras, Mrs. G. Darwin, Mrs. H. Darwin, Sherwin Wright, Walhalla, Walneriana.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

# KANSAS CITY CONVENTION

## A Program of Unusual Interest—Many Important Papers

**The official program for the S. A. F. Convention, August 15, 16 and 17, is in the printers' hands. Summarized, it is about as follows:**

### FIRST DAY

**Tuesday, August 15, 2 P. M.**
**Convention Hall**
**13th Street & Central Avenue**

INVOCATION, by Rev. Burris A. Jenkins.
CONVENTION CALLED TO ORDER by Samuel Murray, Vice-President S. A. F. and O. H.
ADDRESS OF WELCOME, by Hon. Frank H. Cromwell, Mayor of Kansas City.
ADDRESS OF WELCOME, by T. J. Noll, President Kansas City Florists' Club.
RESPONSE, by Hon. Philip Breitmeyer, Detroit, Mich.
PRESIDENT S. S. PENNOCK'S ADDRESS.
READING MINUTES, EXECUTIVE BOARD.
REPORT OF THE SECRETARY.
REPORT OF THE TREASURER.
REPORT OF WILLIAM F. GUDE, Washington Representative.
REPORT OF J. C. VAUGHAN, National Councilor, Chamber of Commerce, U. S. A.
REPORTS OF STATE VICE-PRESIDENTS.
REPORTS OF STANDING COMMITTEES.
(a) Committee on Tariff and Legislation—James McHutchison, Chairman.
(b) Committee on Development of American Product—Fred E. Pierson, Chairman.
(c) Committee on School Gardens—Benjamin Hammond, Chairman.
(d) Committee on Nomenclature—J. Horace McFarland, ——, ——.
(The National Publicity Committee and the National Flower Show committee will report at subsequent sessions.)
(e) Auditing Committee—Percy B. Rigby, Chairman.
(f) Finance Committee—Herman P. Knoble, Chairman.
REPORTS OF SPECIAL COMMITTEES.
(a) Committee on Education, Fred A. Wilson, Chairman.
(b) Committee on Annual Report—Chas. H. Totty, Chairman.
(c) Committee on Revision of By-Laws—Thomas Roland, Chairman.
(d) Committee on Publication of Index, prepared by J. J. Dale, of Greenhouse and Garden, Chairman Secretary J. Fred Ammann.
(e) Committee to arrange with College Students of Floriculture for Visitation with the S. A. F., J. Fred Ammann, Chairman.
REPORT OF THE BOTANIST—Prof. E. A. White, Cornell University, Ithaca, N. Y.
REPORT OF THE PATHOLOGIST—Dr. Wm. H. Martin, N. J. Agricultural Experiment Station, New Brunswick, N. J.
REPORT OF THE ENTOMOLOGIST—Prof. H. C. Irish, St. Louis, Mo.
CONSIDERATION OF INVITATIONS for selection of next place of meeting.
MISCELLANEOUS BUSINESS.
JUDGING TRADE EXHIBITS.

**Evening Session, 8:30 P. M.**

PRESIDENT'S RECEPTION. The function will take place in the Hotel Muehlebach. President Pierce requests that this reception be entirely informal. It is suggested, therefore, that the most comfortable clothing will be the most appropriate for the occasion.
BALLOT FOR NEXT PLACE OF MEETING.

### SECOND DAY

**Wednesday, August 16, 9 A. M.**

REFRIGERATION FOR FLORISTS. This subject will be presented from the viewpoint of the grower, retailer and wholesaler.
(a) The Grower—Otto Amling, Maywood, Ill.
(b) The Wholesaler—P. B. Rigby, New York, N. Y.
(c) The Retailer—Herman P. Knoble, Chicago.
(d) The Retailer—George Weinhoeber, Chicago.
Discussion.
NOMINATIONS FOR OFFICERS FOR 1923.
AMENDMENTS: To be read, placed on the official ballot, and voted on at the Thursday morning session.
THE RECOMMENDATIONS OF THE EXECUTIVE BOARD that $2,500 be appropriated from the General Fund to the National Publicity Fund will also be placed on the official ballot to be voted on?
11:00 A. M.—ADDRESS: "The Coal Situation," by H. N. Taylor, President of the Southwestern Interstate Coal Operators' Association.
QUESTION BOX.

**Afternoon Session**

2:00 P. M.—Meeting of the Florists' Hail Association.
3:00 P. M.—Report of the National Publicity Committee, Herbert Pierce, Boston, Mass., Chairman. Report of the Chairman of the Finance Committee of the Publicity Committee, George Asmus, Chicago, Ill.
ADDRESS: "Co-operative Advertising," by Samuel M. Kinney, Division of Commerce, Research of the Advertising Dept. of the Curtis Publishing Co., of Philadelphia.
ADDRESS: "National Publicity for Flowers," by Major P. F. O'Keefe, Boston, Mass.

**Evening Session**

8:00 P. M.—ADDRESS: "Advantages of a Florist Display Garden," by David L. Tingley, Manufacturing Chemist, Architect, Manufacturer and Florist, Hartford, Conn.
Selection of place for next meeting.
Wednesday's session adjourned.
Thursday's session—Convention called to order by President Pierce.
ADDRESS: "What Agriculture [illegible] for Floriculture," by [illegible].
2:00 P. M.—[illegible]ion.
ADDRESS: "Floricultural Training for Young Men from the Employer's point," by Thomas Roland.
3:30 P. M.—ADDRESS: "A Complete System of Accounting for Florists," by H. T. Sperry, New York.

### THIRD DAY

**Thursday, August 17, 9 A. M.**
**Morning Session**

9:30 A. M.—Report of the Committee on President's Address.
ELECTION OF OFFICERS FOR 1923, VOTING ON PROPOSED AMENDMENTS, AND APPROPRIATION TO THE NATIONAL PUBLICITY FUND. Polls open from 10:00 A. M. to 11:00 A. M., or until all in line have voted. Voting will be conducted under the new system. There will be five voting places. "A" to "D" inclusive, "E" to "K" inclusive, "L" to "P" inclusive, "Q" to "T" inclusive, "U" to "Z" inclusive. Please vote promptly. Only members in good standing can vote.
REPORT OF JUDGES ON TRADE EXHIBITS.
REPORT OF THE NATIONAL FLOWER SHOW COMMITTEE, George Asmus, Chairman, Chicago, Ill.
Discussion.
MEDAL OF HONOR: At the last annual meeting held in Washington, D. C., the Society voted unanimously to re-establish the Society's Gold Medal as a Medal of Honor, to be awarded by the Board of Directors, annually, to the man or woman, firm or institution, in the United States or elsewhere, who has done the most in recent years to promote Horticulture, using the phrase in its broadest meaning. Members of our Society to be eligible for this medal, for meritorious service of the same kind. It may be awarded once in five years to the member of the S. A. F. and O. H. who, during the preceding five years, shall have rendered services best calculated to advance the largest interest in this Society. At the meeting of the Executive Board held in Indianapolis, March 28, the Board by unanimous vote awarded this Medal of Honor to Mr. George Asmus, of Chicago, Ill., and at this time, 12 Noon, the Medal will be presented to Mr. Asmus for distinguished service to the Society. President S. S. Pennock making the presentation.

**Afternoon Session**

2:00 P. M.—Report of the Judges of the Trade Exhibit.
Report of Tellers of Election.
Miscellaneous Business.
Unfinished Business.
2:00 P. M.—Conference of the Florists' Telegraph Delivery Association.
5:00 P. M.—Report of Committee on Resolutions—Michael Barker, Chairman.
FINAL RESOLUTIONS.
ADJOURNMENT.



Alpho Floral Co.'s Store, One of Kansas City's Many Handsome Flower Shops

—HORTICULTURE—

Established by William J. Stewart in 1904

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EDWARD I. FARRINGTON, Editor

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**Quarantine Endorsement** Just as we go to press there comes to our desk a bulky package from the Federal Horticultural Board at Washington. It consists of forty-two typewritten pages containing what is set forth as a "Record of Endorsement of Quarantine 37." It starts off by saying: "The public support of Quarantine 37 normally does not appear in evidence, but the misrepresentation which characterized much of the opposition has stimulated a very emphatic endorsement of the quarantine. It seems only just that this country-wide support should be made a matter of record."

The Board evidently has been encouraged to present this document in its own behalf by the whitewash given it in the report of the special committee consisting of the late Prof. J. C. Whitten, Mr. M. R. Cashman and Dr. A. F. Woods, who made a report on the recent conference. This report is made a part of the document which the Board has sent out, and which includes the following very flattering statements:

"In our opinion the Board is properly constituted as to membership and exercises unusual care to get expert opinion and advice. There is every evidence that the Board intends to render every possible assistance to the trade and to individuals in making introductions.

"With reference to the act (Quarantine 37) itself and the regulations under it, we believe no material changes are necessary."

The record of endorsement being sent out by the Board includes a great number of complimentary letters from state and college officials throughout the country. In addition it has several pages given over to names of individuals and nurseries who are said to have heartily endorsed Quarantine 37. In this list we find nurserymen from every section, some of them among the best known in the country. In the list is also the Florists' Exchange, its presence being based on extracts from an article which it published by "John Kingdon Smith." Several dahlia growers as well as rose growers and growers of general ornamentals are included.

Altogether it is a very impressive document, and is put up with an air of assurance which seems to indicate that whoever may have expected a modification in the Board's rulings is likely to be disappointed, while nurserymen who have hoped for a continuation of the present situation will be encouraged to go ahead in the propagation of plants formerly imported, feeling full confidence that they will not suffer financial loss by having the bars let down again and European material admitted at a lower price than they can grow it.

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**The Ten Commandments of Horticulture** The basic principles for success in the flower business are the same as in any other business. In the Garden of Eden nothing was wanted. So there was no buying nor selling. But the Idyllic Eden having been closed by divine command, the folks had to find food and shelter elsewhere. So one stayed home and kept house, and the other went fishing. That was a fair exchange. By and bye, the tailor emerged, and he exchanged a flowing robe for comfort and beauty, in exchange for a horse. In course of time, all the other modern industries arrived and exchanged; but last and on top of them all came the ornamental industries. One of the most important of the latter class is the horticultural industry, to which class the flower business is a subsidiary but important section.

The great difference between the fish business and the flower business is that the one caters to the necessities of humanity while the other caters to its sentiments. The fish business does not need pushing. They have to have them. But the flower business, while it may have to be conducted on the same basic principles as to profit and loss, needs pushing. That is to say—you must appeal to sentiment, not to appetite. So the florist must have a bit of the poet in his make-up, if he is going to be a big success.

All this being taken for granted, the basics of profit and loss applying to us as to any other business, then we come to the supplementary part—which we may term: how to increase a love of flowers among the people. There are thousands of things we can do. A few of the most important are:—

1. Make a good showing in your store windows—the same inside.

2. Have your place in the country so attractive that every passerby will stop, look and admire.

3. Support all the flower shows. Exhibit if you can. If none in your neighborhood—get up one. It's easy—with your neighbors' co-operation.

4. Be cordial with the newspaper folk whether amateur or professional. Every word they say means sunshine for your business in countless thousands of receptive minds the world over.

5. Encourage the neighbors to keep their lawns and grounds in good shape. And always remind them that their spring bulbs should be planted in the fall. This seems superfluous but an experience of half a century says different. Half of them never think of it until they see their neighbors' lovely and fragrant blossoms—and then it's too late!

6. The sixth commandment in the Bible is—Thou shalt not tell a lie. This applies to everything; but it is especially important in horticulture. If you don't know—just admit it. There are millions of things none of us know, and never will know. Cut out the bluff. Be truthful, above all things.

7. Never substitute something "just as good"—and try to get away with it.

8. Charge a fair profit but don't get tempted when a "newly rich" person is slinging it around.

9. Never run down your competitor. He has troubles enough of his own—and your time is better expended elsewhere.

10. Be cheerful. Covet nobody. Boost all you can. And give the world something new if possible.

—GEORGE C. WATSON.

# POINSETTIAS

2¼-inch pots, $10 per 100, $90 per 1000.

# BEGONIA Cincinnati

3-inch pots, $45 per 100.

## STRONG STOCK, READY NOW!

## A. N. PIERSON, Inc., Cromwell, Connecticut


### THE ORIGINAL CRIMSON RAMBLER

Dear Sir:

I have been much interested in the notes appearing in your journal regarding the history of the crimson rambler rose.

I always understood that the late Mr. Charles Jenner of Edinburgh was the man who really brought this rose to the knowledge of the horticultural world.

Mr. Jenner had a large dry goods store in Princes St., Edinburgh, and it is still there today under the name of Jenners and is one of the largest stores in Edinburgh of its kind.

His country place was at a place called Joppa on the outskirts of the city, and here he had a fine place where he had collected a very complete collection of very rare hardy plants.

During the years between 1893 and 1900 I was then foreman in the hardy plant department of the Royal Botanic Garden of Edinburgh, and as Mr. Jenner's place was the Mecca of all hardy plant men I very frequently visited there

He had many plants of crimson rambler on the place but there was one large plant that his gardener who had been with him for a number of years used to always point out as the original parent plant that came from China.

I remember this plant was growing on an old dead spruce or pine tree and its long canes were intertwined amongst the dead branches.

I also remember that when I was a young journeyman my father purchasing a young plant from Turner of what was then known as Turner's crimson rambler.

It was a small plant in a four inch pot and my father said it had cost a guinea. We thought then that this was a big price for a young rose plant, almost as much as the weekly wage then of the average head gardener.

W. H. WAITE.

Rumson, N. J.

### A FRINGED PETALLED ROSE

Among the roses which have given pleasure at Hillcrest Gardens this summer is the dainty little F. J. Grootendorst or fringed petalled rose. No shade in Ridgway's color chart quite gives it. It is a little deeper red than the Excelsa. The blossoms come in clusters on a bush, and somewhat resemble a small carnation. The foliage is of the Rugosa type, being rather courser than is pleasing. We planted it this spring on the rose bank. It was a litle slow to start but has kept in good bloom, and next season we mean to plant it as a shrub on the lawn.

Other roses with which we have had interesting experiences this summer are the blanda alba from Deerfield and a striped red and white rose from an old graveyard not many miles from Weston. Both these roses have deepened in color in the good soil of our garden, so that we have taken a root of the Deerfield rose and planted it in our wild garden where it has already made a good start. With the striped red and white rose, which in our propagating beds has lost its white stripes, we hope to experiment both with suckers and seeds.

M. R. CASE.

Hillcrest Gardens, Weston,
July 13, 1922.

Librizzi's new floral shop and greenhouses at New London, Ct., have been opened for business. They are well equipped, and in charge of experienced men.


# MICHELL'S Flower Seeds

## CYCLAMEN SEED
### Michell's Giant Show

| | 100 | 1000 |
|---|---|---|
| Bright Red | $1.75 | $14.00 |
| Light Red | $1.75 | $14.00 |
| Dark Blood Red | 1.75 | 14.00 |
| Glory of Wandsbek. Salmon red | 2.00 | 16.50 |
| Perle of Zellendorf. Salmon pink | 2.00 | 16.50 |
| Pure White | 1.75 | 14.00 |
| Rose of Marienthal. Bright pink | 1.75 | 14.00 |
| White with Carmine Eye | 1.75 | 14.00 |
| Mixed Colors | 1.50 | 12.50 |

## PANSY SEED
### Michell's Giant Exhibition Mixed

A giant strain which for size of bloom, heavy texture and varied colors and shades cannot be surpassed. Half tr. pkt., 30c; tr. pkt., 50c; ⅛ oz., $1.25; $2.00 per ¼ oz.; per oz., $7.00; $26.00 per ¼ lb.

Giant **Trimardeau Mixed.** Large flowering; choice colors. Tr. pkt., 30c, $2.25 per oz.; ¼ lb. $8.00.

### Giant Prize Separate Colors

| | Tr. pkt. | Oz. | ¼ lb. |
|---|---|---|---|
| Azure Blue | $0.40 | $2.50 | $9.00 |
| Black Blue | .40 | 2.50 | 9.00 |
| Emperor William | .40 | 2.50 | 9.00 |
| Hortensia Red | .40 | 3.00 | 11.00 |
| King of the Blacks | .40 | 2.50 | 9.00 |
| Lord Beaconsfield | .40 | 2.50 | 9.00 |
| Peacock | .40 | 3.00 | 11.00 |
| Snow Queen | .40 | 2.50 | 9.00 |
| Striped and Mottled | .40 | 2.50 | 9.00 |
| White with Eye | .40 | 2.50 | 9.00 |
| Pure Yellow | .40 | 2.50 | 9.00 |
| Yellow with Eye | .40 | 2.50 | 9.00 |

Also all other seasonable Seeds, Bulbs and Supplies

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**MICHELL'S SEED HOUSE**

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# RAMBLING OBSERVATIONS OF A ROVING GARDENER

One of the few gardens devoted exclusively to Japanese Iris is owned by Dr. Harris Kennedy of Milton, Mass. Dr. Kennedy's garden is the leading feature of a large estate, and is so arranged as to simulate a garden in Japan. The irises are grown in a massed bed, with an elevated plank walk running through the middle in the Japanese fashion. There is an interesting Japanese pagoda at one end, while Japanese lanterns, a pool spanned by a miniature arched bridge, and other features help to make the garden complete. There are about two thousand plants in the collection, with a hundred varieties.

---

On a recent visit to the Joseph Kidder estate in East Milton, Mass., I was much interested to find an enormous specimen of the Japanese tree, Cercidiphyllum. It is a tree not often seen in private gardens, although well known to frequenters of the Arnold Arboretum, where there are some fine specimens. This tree on the Kidder place was planted by the head gardener, W. J. Martin, nearly forty years ago. Of course Mr. Martin has taken great satisfaction in seeing it grow until it has become a tree of great proportions. If I am not mistaken it is the largest specimen to be found in New England. It looks, however, as though it had about reached a decadent period. Some of the limbs are beginning to break, and it is a question if the tree will survive many years longer.

---

In a recent issue of Horticulture mention was made of the new begonia, Frau Helen Harms, being put out by Joseph Breck & Sons, Boston. Confirmation of what was said comes to me from Mr. Eric H. Wetterlow, the well known superintendent of the Leland estate on the North Shore.

Mr. Wetterlow says:

"Frau Helen Harms, although yellow if grown under glass, will turn to a beautiful yellow orange; when planted outside it grows 8 inches high and can be planted in the open without any shade, in fact it is a great companion to plant in the border or beds in the garden along with heliotrope, using lobelias for edging. It is a splendid grower and flowers profusely up to frost and as a pot plant for the house and conservatory it has no equal and by starting the plants late and grown in a rather cool temperature they can be had in bloom for Thanksgiving. There are other seedlings of this same type which in color range from white, deep pink, light yellow, orange and red."

---

I am very glad that this begonia is being distributed this season. Without doubt it is one of the finest bedding begonias ever put out. Because of its small leaves and flowers, the latter being about an inch in diameter and of the semi-double type, it can be planted anywhere in the garden. While it will endure shade, it is at its best if planted right in full sunshine.



The Japanese Iris Garden of Dr. Harris Kennedy at Milton, Mass.

## TRAINING OF GARDENERS

### First Course in America to be Opened This Fall

The Massachusetts Agricultural College is announcing a co-operative arrangement with the National Association of Gardeners whereby a special course in the training of gardeners is to be established. The first pupils on this arrangement will be admitted with the opening of the fall term, September 27.

This course of training is planned with the expectation of fitting men for practical gardening, either as commercial gardeners, florists or nurserymen conducting productive business enterprises of their own, or as gardeners on estates, foremen and superintendents in parks or cemeteries, or as gardeners, florists or nurserymen in the employ of commercial establishments.

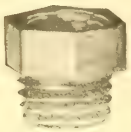
The general plan of instruction is based upon the two-year course already in successful operation at Massachusetts Agricultural College. Students fitted to take the course will be admitted each year in September, and will remain in residence at the college for six months. During this time they will pursue general studies in fruit growing, flower growing, vegetable growing, forestry, general horticulture and such elementary subjects as may be necessary.

These classes will close the last week in March and students will be sent to various commercial establishments and private estates for a summer of practical work. Every effort will be made to see that pupils are advantageously placed so as to secure the best possible experience; and this summer's apprenticeship will be supervised by a committee representing jointly the Massachusetts Agricultural College and the National Association of Gardeners.

At the end of the summer students will return to the college for an additional period of nine months' study. They will thus complete this part of the course in the following June, and if successful will receive a certificate from the college. From this point they will enter upon an apprenticeship of two years, to be arranged and supervised by the National Association of Gardeners. At the end of this time they will be examined by a special board and if successful will receive the diploma of the National Association of Gardeners.

The National Association of Gardeners is represented for the present by the following members of its Executive Committee, Mr. Robert Cameron, Ipswich, Mass., Mr. William N. Craig, Brookline, Mass., and Mr. M. C. Ebel, New York. The immediate direction of instruction will be in the hands of Professor Frank A. Waugh, Amherst, Mass., to whom may be addressed all correspondence regarding these matters.

RAIN WHEN YOU WANT IT



The Portable lines are all equipped with the famous Silver Stream Nozzles which give the water a wonderful throw and come close to being non-clogging—an exclusive Skinner System feature.

Last Call For Carnation Lifting

Wire at once for a 100 or 200 feet Portable Sectional watering line, so you can have both your plants and soil at their best for lifting time.
You can thoroughly water the whole field in advance; and then a row at a time as you lift.
You can make sure of having absolutely right conditions. No need to tell you what that means in dollars.

The little the Portable line costs, doesn't cut any figure in proportion to the dollars it will make for you.
Two men can put up a complete line in an hour and have it working.
Same two can move it in 20 minutes.
Four moves of a 200 foot line waters an acre.
Don't write, wire. We'll ship at once.

The Skinner Irrigation Co.
100 CANAL STREET TROY, OHIO
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SKINNER SYSTEM OF IRRIGATION

## PEAT MOSS FOR MULCHING

Dear Sir:—

In your last issue the Roving Gardener spoke of the use of peat moss as a mulch in gardens. Referring to this matter, I would say that 35 or 40 years ago my father used it extensively in Great Britain in making of compost for rhododendron beds (I refer to the material which had been used in stables and had been well soaked with urine) and rhododendrons surely made wonderful growth in it. So did liliums like auratum, speciosum and giganteum, the latter growing 10 to 12 feet high.

W. N. CRAIG.

Brookline, Mass.

## MARKET GARDEN FIELD DAY.

There are many florists who have an interest in vegetables, and so find it worth their while to attend the annual field day held at the Market Garden Station in Lexington, Mass., each summer. August 2 is the date fixed for this year's field day, and a splendid program has been prepared. Those attending will see many kinds of tools in use, and will receive much information about the value of different fertilizers, insecticides, fungicides and the like.

The Park Department of Poughkeepsie, N. Y., is to erect a new greenhouse at College Hill Park, to be used as a propagating house. It is to be constructed by the Lord & Burnham Company, and will be completed and ready for use this fall.

Choice Orchids
HYBRIDS
Laelia-Cattleyas, Brasso-Cattleyas, etc.
G. E. BALDWIN CO.
Mamaroneck, N. Y.

POT GROWN

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P. O. Box 901 Little Silver, N. J.

# GROWING GLADIOLI

## Medium Sized Bulbs Give Best Flowers—The Primulinus Hybrids

By B. Hammond Tracy

The more I see of the Primulinus Hybrids the better I like them. They have a wide range of usefulness and should prove the most satisfactory to use for florists' purposes. The original Primulinus is a small yellow flower, very much hooded, the hood being developed to protect it from the spray around Victoria Falls where it originated. At about the third crossing it loses its hood, and the crosses give very many delicate and charming colors. The Primulinus Hybrids bloom in about sixty days out of doors.

The Lemoine Nanciana type—the first of the large type—is now almost extinct; it sems to have been weak. Baron Hulet is one which is still strong, and is a fine blue flower today.

In about three years old bulbs go to pieces—big bulbs degenerate first. The third year from the bulblet gives the finest bloom—in sandy soil the second year may be the best. I do not believe in standardizing by size, but rather by age, especially as some varieties do not make large bulbs.

Storage is important, for the bulbs are fairly tender to conditions either too dry or too damp. I have observed that quick growing varieties out of doors do not necessarily force well or quickly under glass. I do not know why this is so. They may be forced for every month in the year.

For fertilizing I use mostly bone meal and nitrate of soda—but like stable manure if obtainable. Soot improves the foliage and lime prevents yellow tips.

To get a succession of bloom plant a variety of sizes of bulbs rather than succession planting; even a half inch bulb will bloom, but late in the season. Plant early to get good roots. Second plantings may bloom even before the first ones, but the root growth is much poorer.

In cutting leave at least three leaves to mature the bulbs. By constantly shortening the cut sprays as the bloom extends to the top, the unsightly bare stalks are avoided, and their decorative use extended to a fortnight.

In shipping, gladioli should be filled with water and then shipped dry. I have tried shipping wilted stalks, as practiced somewhat, but without success.

The Primulinus Hybrids give more spikes to the bulb than other types. Many throw four spikes—I have had as many as six—while the average is two and one-half.

I believe in low growing varieties and strong spikes. I have some growing five or six feet high but do not care for them.

Some varieties are good for garden use and not for cutting, and vice versa. Halley, for instance, is a fine cutting type, while Independence, nearly the same color, is best for garden use. Mojora, a buff, opens most of its florets at one time in the garden. In Primulinus Hybrids the flowers are never so heavy that the spike is too feeble. They do not keep as long because apt to bloom almost to the tip, so that florists cannot handle them so well as others.

It has been very difficult to give names to Primulinus Hybrids, with a few exceptions, such as Alice Tiplady, which is very distinct in its character. Some growers have begun naming varieties, but I have not done so. It seems best to put them out by colors. While some of the ruffled varieties of the gladiolus, such as White Glory, are very fine, many varieties go wilted, especially those in the yellow classes, and therefore are not especially desirable.

The land on my farm has always been considered very poor but I get along without trouble by the use of fertilizer which I broadcast. I plant my bulbs fairly deep, trying to have six inches at the top of the bulb.

I have great confidence in lime. In twenty-one years I have used sixty car loads of lime on my 27 acres. I prefer agricultural lime. Lime, I find, holds the moisture, which is important in my gravelly soil. I have used up to four tons an acre. I use a disc harrow to get the lime into the ground, and apply it in the spring rather than in the fall, as I have a quick leaching soil. I have used considerable cow manure in the past, but this year am using sheep manure. Just as the flowers form I make an application of nitrate of soda.

This year I am putting in seven million bulbs, including the small ones. The last planting will be done about

the middle of July. I have found that the later gladiolus bulbs are planted the faster they grow, but there is no gain in bulbs and no better flowers. It is by planting rather early that the greatest bulb increase is obtained. I have found that bulbs an inch and an inch and a quarter in diameter give the best flowers. Many people demand large bulbs, but are making a mistake. When about three years old a bulb is at its best, regardless of size. Then, though it may increase in size, the flowers will deteriorate in quality.

### INTERESTING JAPANESE INSECT FOUND IN CONNECTICUT NURSERY

The Bureau of Entomology of the United States Department of Agriculture has been interested to find an oriental beetle, which is ordinarily a sugar-cane pest, apparently established in a Connecticut nursery where miscellaneous flower and fruit stock is grown. Specimens have been collected in the nursery for two successive years. The insect seems to be doing no damage, and there is no reason for any concern over its presence.

It has been identified as Anomala orientalis Water, an insect which gave a great deal of trouble in Hawaii about 10 years ago. It is a native of Japan, and was probably introduced into Hawaii in soil on the roots of plants about 1908. At that time it atatacked sugar cane severely. The pest infested only a small area, but was extremely destructive. An organization of Hawaiian sugar planters obtained parasites from Japan in 1912 and controlled the infestation very successfully within the next seven years. The parasite has extended its diet in Hawaii to include the ordinary Japanese beetle of Hawaii as well as the Anomala.

### COMING "GLAD" SHOW IN NEW YORK

The Annual Gladiolus Exhibition of the Horticultural Society of New York, in co-operation with the New York Botanical Garden, will be held in the Museum Building, New York Botanical Garden, Bronx Park, New York City, on August 19-20, 1922.

The prize list for this year has been very much enlarged, and will include prizes for almost any variety of exhibits. Special prizes have been offered for both the ordinary and the Primulinus types, for displays arranged for effect, dinner table decorations, vases, baskets, etc.

Luncheon will be served to all exhibitors, and every facility placed at their disposal. Those who are unable to come in person may send their exhibits by express prepaid to the Museum Building, where they will be taken care of and staged.

The schedule of prizes is now ready, and may be had on application to the Secretary of the Exhibition Committee, Mrs. George V. Nash, New York Botanical Garden, Bronx Park, New York City.


# SWEET PEA SEED

During the past season we have made a special study of Sweet Peas and have selected varieties best for the commercial grower that the market affords, and we have every reason to believe that our seed is as true to name, color and type as any offered.

**WHITES**

**Early Lankey, Bridal Veil, White Orchid, Venus, Mrs. Spanolin,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Snowstorm,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**PINKS**

**Early Helen Lewis, Rising Sun, Miss Louise Gude, Mrs. Skaach, Miss Fabing, Loveliness, Daybreak, Yarrawa, Hercules, Enchantress, Rosebud, Splendor,** oz. 75c; ¼ lb., $2.50; lb., $8.50.

**Early Gem, Sunburst, Rose Queen, Empress, Pink Beauty,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**SALMON and ORANGE**

**Glitters, Dazzler, Orange Beauty,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**CERISE and CRIMSON**

**Cherry Ripe, Early King,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Fire King, Illumination,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**BLUE and LAVENDER**

**Lavender King, Wedgewood Blue, Blue Bird,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Columbia,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**Also some choice novelties; such as MRS. HERR and WHITE STAR at $2.50 an oz.; MRS. HARDING at $3.00; and the big and wonderful winter flowering cerise or pink, CHEERFUL, at $5.00 oz.**

**G. U. LIGGIT** *Wholesale Plantsman* **505 Bulletin Building**

NEW ENGLAND OFFICE:
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L. J. REUTER IN CHARGE

**PHILADELPHIA**


### CARNATIONS ABROAD

Carnation growers of America will be interested in an American's impressions of carnations seen in England. Mr. John C. Wister of Philadelphia, writing in the Gardener's Chronicle about the recent Chelsea show, said:

"Carnations surprised me, because I had always supposed the American carnation was far superior to those grown in Europe. True, there was a liberal sprinkling of American varieties like Enchantress Supreme, Beacon, Benora and White Wonder, all of excellent quality, and also a few of Laddie, which were not nearly so big as with us, but the British varieties seemed equally good. I made no notes on varieties, but Thor impressed me the most. We have no commercially important carnation of the color of Marion Wilson, which I liked very much. I was also impressed with the fact that at least one breeder was emphasizing the fragrance of his new varieties—a point forgotten by many American breeders in the race after size and productiveness."

### WHOLESALE DAHLIA GROWERS.

J. K. Alexander of East Bridgewater, president of the wholesale Dahlia Growers' Association, announces that the annual meeting will be held at Hotel Pennsylvania, New York City, Monday, August 14, beginning at 9.30 a. m. Minium wholesale and retail prices and means of marking surplus stock will be discussed, and a plan formulated for dealing with buyers who fail to pay their bills. Mr. Alexander will advocate a systematic discarding of inferior varieties.

# "Do it right, or not at all"

**The following letter was written by "Father John" Davey to the men in the Davey organization. It is reproduced here to give you an idea of the spirit behind these master Tree Surgeons**

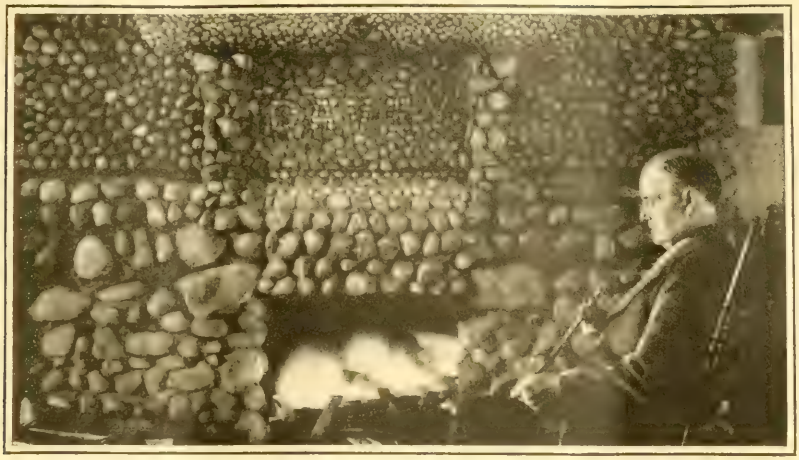
DEAR "BOYS": "DO IT RIGHT, OR NOT AT ALL." It was my father's and has been my slogan for seventy-two years. Here is its history, as I know it: I was nearly four years old. My father was planting potatoes, in front of our neat little cottage, on a fine May evening. I asked him if I could plant some. He opened up a trench at the end nearest the house. Then took a potato and said: "If I let you plant it will you do it RIGHT?" "I will do what you tell me." Then, looking at me tenderly, he said, with a firm voice: "YOU MUST DO IT RIGHT, or NOT AT ALL." He then went into the house and brought out a big iron spoon, and remarked: "Here is your shovel; keep it clean." He then cut the potato in two, and made a mark for each piece, telling me I must put the **cut side** down, and went on to his work. I carefully laid the two halves in place, then took my **shovel** and looked at (what appeared to me) a **big ditch** that I had to fill.

Well, by sundown I had this huge hole filled, and father showed me where I could improve on the level, or grade. After saying my little prayers I retired, but father's voice was heard: "Do it RIGHT, or not at all." In the morning I awoke, and still that voice was ringing, "Do it RIGHT, or not at all."

Then came those long days of waiting. "Will they NEVER come up?" A heavy rain packed the ground. Then I was presented with a new garden implement, a steel table fork; but it must be kept clean. With it I must keep the soil stirred. Finally a gentle rain came and, next morning, the ground was cracking and mother told me, "two little **baby plants** will be born." And the next day; what a miracle! It was not **two** plants, but two groups of **triplets**, six new-born plants! Then came the instructions, "**never** let the ground **pack**, keep it loose, and give the plants water—in hot weather." I was shown how to push the fork into the soil and keep the ground loose, and, in hot weather, I would hear mother calling: "Johnnie, your plants are thirsty; come and give them a drink." Then she would give me a little pail with water, and a little tin cup, and oh! how my plants would **drink**! And they **grew** and went away ahead of any of dad's; and when the crop was dug, he had nothing that could compare with mine! I did it RIGHT!

Dear "Boys": Here is something you never had known, namely: THE SEED of The Davey Institute of Tree Surgery was sown 72 years ago, in front of the little cottage where I was born. That seed was: "Do it **right**, or not at all." That kindly but manly voice went with me through boyhood's days, and particularly through young manhood. As a result, I have never known what it was to be OUT OF WORK, but have frequently been in dire need of procuring others to help me execute what has been forced upon me. Notably was this true, 21 years ago, when I published the first

JOHN DAVEY  *Father of Tree Surgery*



*John Davey, founder of the Davey Tree Expert Company, as he is today at nearly 77 years of age, at home before the fireplace he built with his own hands*

issue of "The Tree Doctor." It bewildered my brain to find ways to procure efficient help to do the work I was called on to perform on "Sick Trees." Hundreds of young men wanted a "Job," but not one in ten knew HOW TO WORK; and worse yet they showed no inclination to LEARN.

Finally, after my son left college, and joined me, we decided to organize and form a training school; and we have been able to pick out the one-in-ten, or whatever proportion it has been, and under the management of this same son and his associates, to build up the wonderful organization to which you belong, and in which you, apparently, feel an honest pride, because you seem to have imbibed the spirit, "Do it RIGHT, or not at all."

I may here say that, in practicing this slogan from childhood, it has become an almost unconscious habit with me, in any and everything, to first learn the DO IT RIGHT, then add the speed. There are but few things more nauseating and disgusting than to see a young man shiftless and careless in his work. Personally, I would be unwilling to tolerate ANY one of such a character within our Organization. Such an one is a disgrace to himself and a positive damage to any concern that might keep him. But it gives me special pleasure to know that within our ranks there are very few, if any, of the class whose motto is, "GOOD ENOUGH!"

Your "Father John."

## THE DAVEY TREE EXPERT CO., Inc.

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## CAPLAN'S NEW STORE

### It Will Have a Greenhouse and a Bird House Attached

Caplan, the Florist, will soon move to a new store at 140 Massachusetts Ave., Boston, a few doors from his present location, where he will have one of the finest flower shops in New England. The work of remodeling the store is now under way, and this work is to be finished about the first of August. The store itself will be 75 feet deep, with a 22-foot front, but in addition there will be a greenhouse 60x14 feet, one section of which will be divided off for a bird house, 20x14 feet. The greenhouse is to be put up by the Hitchings Co., and will be of the most modern design. It should be completed early in September.

Mr. Caplan will possess the only store in Boston having a greenhouse attachment and he expects that it will be a strong drawing card. The greenhouse is to be kept filled with plants, while the space under the benches will be used for goldfish. Mr. Caplan has been particularly successful with both goldfish and birds, of which he sells a large number. The bird house will be very unique. It is to contain no cages, but will be an open room where the birds can fly about at will.

The combination of plants, birds and ornamental fish will doubtless attract a great many visitors. These visitors will necessarily have to enter the greenhouse through the store itself. It will be on the same level as the store, and reached through an artistic opening. The store itself is to be finished in ivory and blue. At one side will be a large ice box lined with tile.

In the center of the store an oval fish pool, six feet long and three feet wide, will be constructed of beach stones set in cement. Near the front of the store a rest room for customers is being built. This room will have rugs on the floor and comfortable chairs. It will contain a desk, telephone and other conveniences.

The store will have two windows with tiled floors, and lighted by modern methods so as to give a suitable setting for the window creations which have given Mr. Caplan a wide reputation.




## LADIES' SOCIETY OF AMERICAN FLORISTS

The annual meeting of this Society will be held in the Muehlebach Hotel, Kansas City, Mo., on Wednesday, August 16, at 10.30 a. m. The Secretary Mrs. E. I. Herr, will have business quarters both at the Hotel and at Convention Hall.

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The greenhouse property lately owned by A. C. Hendry at Oneonta, N. Y., was recently sold in foreclosure proceedings, being purchased for $9,000 by Antonio Angellilo, the holder of the mortgage.

## PEONY BLIGHT

### Its Nature and How To Deal with It Successfully

Peony blight (Botrytis peoniae Oud.) has caused serious loss to peony growers in several of the northeastern states, including Maryland and Pennsylvania, according to the Pennsylvania Bureau of Plant Industry. It infects stems, leaves and buds and is first noticed as a rot on the stem, causing them to wilt when four to eight inches high.

When young buds are attacked they turn black and dry up and this phase is called "bud blast." Larger buds when attacked turn brown and fail to open. If cut open the interior is found to be a decayed mass. This is spoken of as "bud rot." Opening flowers are attacked in the same manner.

Attacks on the leaves take the form of large circular, purple blotches which later turn brown.

Shoots are often attacked below ground and girdled so that they wilt and die. In the pith of such dead stalks there often occur small black pellets of the size of a wheat grain or larger. These fungus bodies serve to carry the fungus over winter.

The control of peony blight is rather difficult under the best circumstances and if the season is wet or there is much humid weather checking it is more difficult.

The first essential in the eradication is a clean garden. All old leaves, dead stalks and stubble right down to the permanent live root stalk should be taken away and burned in late fall. Some growers believe that a layer of clean sand over the crown helps to prevent the spread of the disease.

Never use fresh manure about the plants; use only well rotted compost or commercial fertilizers.

Watch the growing plant carefully. A daily inspection is really necessary, and if the disease appears in any part of the plant remove and burn at once all infected parts; all old flowers likewise should be destroed.

Spraying with Bordeaux mixture will help to hold the disease in check. Make the first application shortly after the leaves appear above ground, and repeat at frequent intervals.

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The business of Hopkins, the Florist, of Brattleboro, Vt., has been incorporated. Carl S. Hopkins is president, Carl W. Hopkins, vice-president and manager of the greenhouses, and Royal W. Smith, treasurer and manager of the store.

## George Watson's Corner

"You in your small corner and me in mine."

Commodore Westcott and his good lady with other members of the family left Philadelphia July 21 for a sojourn at their seaside estate on Barnegat Bay. They have had a whiff of the Atlantic for a couple of weeks at Cape May; but that only whets one for the lovely Waretown breezes far to the northward.

---

Edwin G. Fancourt paid a visit to his old friend George W. Kerr, manager of the Burpee Farms at Doylestown, on July 18. He went to look over the elaborate Sweet Pea trials, and other important exhibits which are at their right shape just at this season of the year. For good company in the auto and otherwise, he was favored with the halo of two of the heroes of horticulture: Casper Pennock, the rose grower; and Samuel, the great distributor.

---

Our old friend Edward Flood was among one of the many who bumped into auto accidents on the recent Fourth. He was not hurt much, and a few days brought him around again all right. Ed Fancourt says, "I'm afraid the burgomaster is 'bad luck'! Don't you remember we butted into a pole at Barren Hill, one day, and busted the post office and the wireless and various other things." So, when he goes out with Rockwell, of course, they have to butt into something. I guess I was lucky not to be with them on this occasion. I wanted to be, but got left. Maybe just as well. Head and hide pretty tough, but there's a limit!

---

While Huban clover remains with us the timorous may again take heart of grace in these troublous times. They may rest assured that if they rely on this wonderful new clover the pillars of the Universe will remain unshaken. It not only roots deeper than any other clover; but it absorbs more nitrogen than any other. It will also grow quicker and produce heavier, and will grow on poorer soil. Every florist who wants a good rich sod, full of nitrogen, in short order, should look up this new development.

---

Our last call on Harry Bayersdorfer found him up to the eyes in business as he has always been. He feels that

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this circulating around the world by way of Japan, India, and Arabia is not only interesting but it teaches us Americans a whole lot. Of course, Europe came in for a few visits. Rome, Copenhagen, a howdy to old Bill at Arnhem, with Madrid and Paris and London and a few other points sandwiched in.

---

Denny Connor seems to be doing a sunshine business. He could hardly stop to finish his dinner. Had to catch a train for Wenonah to sign a contract for a lot of new greenhouses. Wherever Wenonah is, says I. So I let him go and a couple of blocks later who should I run into at 13th and Chestnut but Keith Banner. Are you still up Doylestown way, says I? Oh, no, you don't seem to keep track of things, we are located over at Gladstone now, and have been there for over a year. A half hour later ran up against Ed Fancourt who was scratching his cranium and wanted to know where Montezuma was. To tell the truth I was puzzled about all three places but that glorious new atlas which I got at Wanamaker's for two dollars thirty-nine cents vindicated its usefulness and showed that yours truly had not been stung when he coughed up the cold cash.

---

You listen to the strikers arguing in a bunch at the street corner and this is the gist of it: The employers say we have got to take less wages and yet we have to pay higher rents so how the blankety blank are we going to live. If these men would only go back a few years and note that wages rose first when the war broke out. After a year or two of high wages the boys began to buy silk shirts and wanted better houses to live in. So the demand for better houses sent up the rents. Now that the hoorah is over, wages will have to come down before rents do. The one comes before the other. But the boys don't seem to be able to analyze the matter sensibly as they ought to, so they howl and go on strike.

---

Casper Pennock is an old hero in the rose growing end of the business, and runs a big range out in Lansdowne. He did not have that genial smile the other day when we ran across him. We said: "Why so solemn?" He said: "Go along with you! Don't want to talk to foolish kids."

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And he was right. A man naturally is solemn—when expenses keep up—coal, wages and so on, and prices go down on the product. Foolish question. Get along with you, kid! Maybe you'd be solemn too, if expenses were bigger than the income. But they, the growers, had their innings.

Andrew B. Kean who passed away mid-April was not in our business; but he was a close friend to many florists in Lansdowne, Philadelphia, and Lavalette, N. J. Bill Leonard, one of our most distinguished rose growers, wishes me to say that Andrew Kean was lovable because he had enthusiasm for something outside his regular business. If one have such an inborn gift—whether it be for perfection in rose growing, or the highest development in the art of swimming, we must admire his whole souled devotion to it. Andrew Kean loved roses and horticulture, and had a beautiful garden; but his fame will be everlasting as a swimming enthusiast. He accomplished great things in that direction, and his sons and daughters have also made good records in the same enthusiasm. He came to this country when 25, from Glasgow, Scotland. He gave the American people and himself many happy hours, and passed away, aged 63, full of happiness and the kindest regards of all his compeers.

## GARDENERS' AND FLORISTS' CLUB PICNIC

The Gardeners' and Florists' Club of Boston held its annual picnic at Cunningham Park, East Milton, Thursday afternoon of last week. There was a large attendance, and a long series of sports were indulged in. Particular interest was shown in the tug of war between the florists and the gardeners, the latter being easy winners.

Bronx Park, in New York, is to have a lilac garden which promises to equal the iris garden and the rose garden at that institution. Work is now under way

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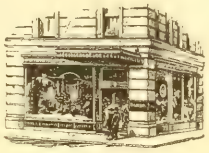
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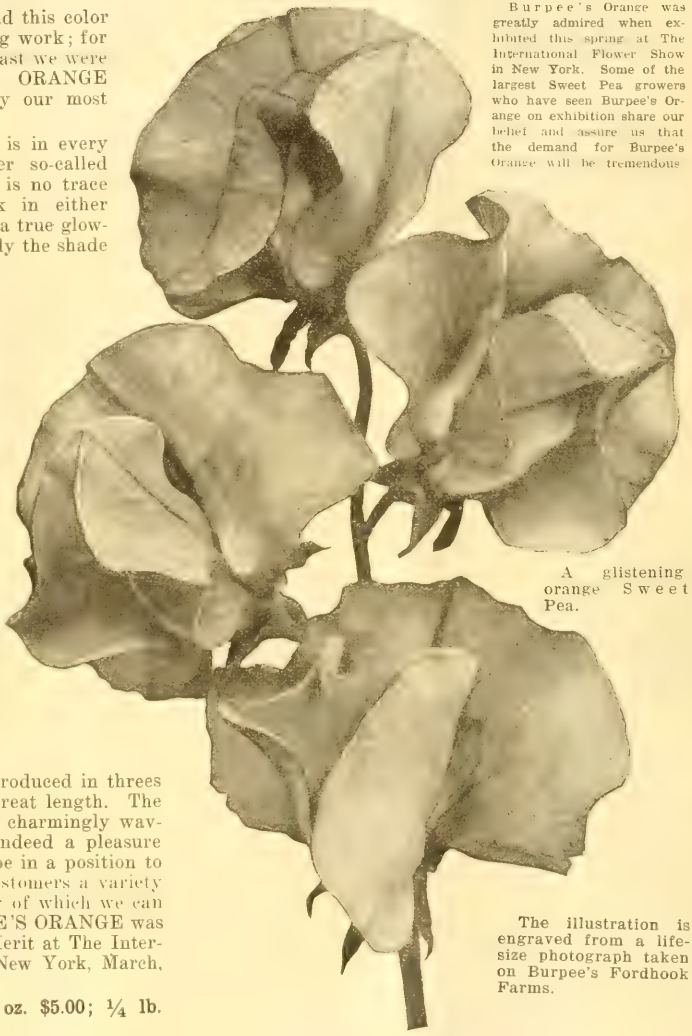
BURPEE'S ORANGE is in every way distinct from other so-called orange varieties. There is no trace of pink or orange-pink in either standard or wings. It is a true glowing orange self, practically the shade of a bright ripe orange.

The rich glistening color compels attention in any light, but at night, under artificial light, it is indeed outstanding. BURPEE'S ORANGE has been proclaimed by experts and the press alike as being the greatest advance of many years in this type of Sweet Pea. In the opinion of many the vase of BURPEE'S ORANGE included in our Gold Medal Exhibit at The National Flower Show at Indianapolis, March, 1922, was the finest and most outstanding vase of Sweet Peas in the exhibition.

BURPEE'S ORANGE is a free grower, with flowers of largest size, produced in threes and fours on stems of great length. The standard and wings are charmingly waved or crinkled. It is indeed a pleasure and also a privilege to be in a position to offer our friends and customers a variety of such merit—a variety of which we can all feel proud. BURPEE'S ORANGE was awarded Certificate of Merit at The International Flower Show, New York, March, 1921.

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Burpee's Orange was greatly admired when exhibited this spring at The International Flower Show in New York. Some of the largest Sweet Pea growers who have seen Burpee's Orange on exhibition share our belief and assure us that the demand for Burpee's Orange will be tremendous



A glistening orange Sweet Pea.

The illustration is engraved from a life-size photograph taken on Burpee's Fordhook Farms.

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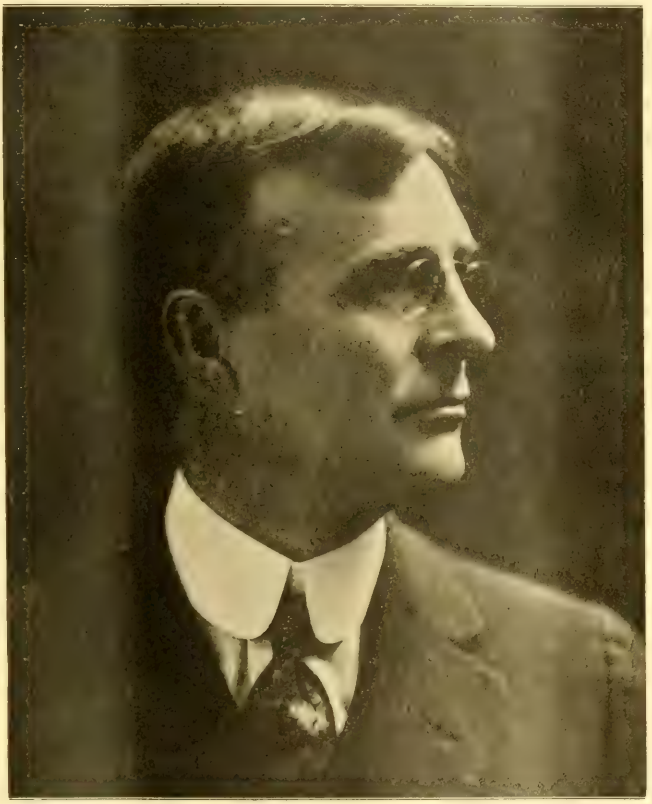
# W. Atlee Burpee Co.

**SEED GROWERS** **PHILADELPHIA**

Volume XXXVI AUGUST 10, 1922 Number 3

SEP 23 1922

# Horticulture



*MR. S. S. PENNOCK*

*PRESIDENT OF THE SOCIETY OF AMERICAN FLORISTS*

## Convention Number

# ON YOUR WAY TO AND FROM THE CONVENTION

## THE BRIGHT SPOT

Philadelphia is on the main highway from East to West and the proper thing for our many friends, North and East, to do is to stop off in the City of Brotherly Love on their way to or from Kansas City. And of course visit Craigs at Norwood. That is one of the bright spots that all florists want to visit.

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Only eight miles from Broad St. Station The Pennsy gets you there in a short thirty minutes and brings you back promptly whenever you are ready. A most cordial invitation is extended by the Company to call and give the place a look over. All the latest and best the market affords in Foliage and Flowering Plants.

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They will have an exhibit at Kansas City, and will be glad to see you there also.

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## Norwood, Delaware County, Pennsylvania

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# HORTICULTURE

**August 10, 1922**



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**Prices on application**

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We wish to call particular attention to our fine stock of Ferns which we are offering at this time

**NEPHROLEPIS Victoria** (The Victory Fern) A beautiful, crested form of **Teddy, Jr.**, nice plants, 6 in., 75c and $1.00 each, 7 in., $1.50 each

**NEPHROLEPIS elegantissima.** Nice plants 6 in., 75c and $1.00 each, 8 in., $2.00 each

**NEPHROLEPIS elegantissima compacta.** 3½ in., 35c and 50c each, nice plants 6 in., 75c and $1.00 each, 8 in., $2.00 each

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**NEPHROLEPIS, Dwarf Boston.** 6 in., 75c each, 8 in., $2.00 each

**Packing added extra at cost**

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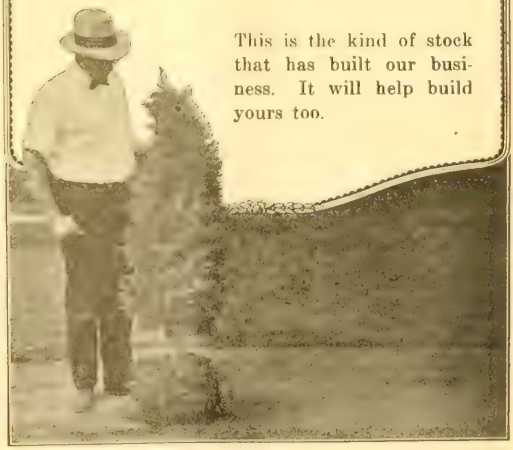
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FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# *Peonies! Peonies!*

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**WHEN YOU BUY THEM, YOU ARE GETTING THE HIGHEST QUALITY IN HARDINESS, VIGOR OF GROWTH, FREEDOM FROM DISEASE AND FREE BLOOMING QUALITIES.**

**PLACE YOUR ORDERS NOW FOR SHIPMENT ANY TIME AFTER AUGUST 25.**

## Cherry Hill Nurseries

**(T. C. Thurlow's Sons, Inc.)**

**NOT OPEN SUNDAYS WEST NEWBURY, MASS.**


### THE PRESIDENT HARDING

#### Burpee Company Names New Sweet Pea for Chief Executive

President Harding has given permission to the W. Atlee Burpee Co. to give his name to a new sweet pea. The request for this permission was contained in a telegram which reads as follows:

Hon. Warren G. Harding,
The White House,
Washington, D. C.

The National Sweet Pea Society of Great Britain has just made us the only award of merit for the finest new Sweet Pea this year. It is new variety we originated on our California Farms and which has won out in the English trials in competition with one hundred and five other new varieties from all parts of the world. This is the first time the English Society has ever given such an award to an American Sweet Pea. It will have international importance. May we have the honor of naming this grand new Sweet Pea The President Harding. It is necessary for us to cable the name to England before the award can be announced.

W. ATLEE BURPEE CO.

The President made a very prompt reply, and The President Harding will undoubtedly become one of Burpee's best known varieties. The President Harding is an orange-cerise seedling. Unfortunately the supply of seed is very short so that the company will have to grow the variety another year before they can offer it to the trade.

**The Annual Meeting of the Florists' Hail Association will be held at 2 P. M., August 16th, 1922, at Convention Hall, Kansas City, Mo.**

**JOHN G. ESLER, Secretary**

### ED. J. ROGEAN'S INJURIES

At the last report Ed. J. Rogean, the well known salesman in the Boston Flower Exchange, had not been released from the hospital at Mispec, N. B., where he has been confined for several weeks as a result of an automobile accident. It is expected, however, that he will be sufficiently recovered to return to Boston very soon. It seems that Mr. Rogean was cranking his Ford car, in which he had made the trip to Mispec for a vacation, when the machine suddenly started and threw Mr. Rogean to the ground. The speedometer attachment on the wheel came against his leg in such a way as to make a wound which reached to the bone. Four stitches were required to close the wound, and Mr. Rogean was immediately taken to the local hospital. He has the sympathy of his many friends who hope for his early and complete recovery.

### BOSTON MARKET SITUATION

The announcement may come at any time as to the choice of sites of the new market house in Boston. When the decision is announced it will be definite and work will be taken up at once. The committee in charge of the matter has met with many difficulties owing to the disposition of real estate men to advance prices as soon as they learned that any particular locality was favored. At a recent meeting a secret vote was taken and the sealed ballots turned over to the presidents of the two markets. Each ballot gave the first, second and third choice, and the ultimate decision will be among the three sites which received the largest number of votes.


**Choice Orchids**

**HYBRIDS**

**Laelia-Cattleyas, Brasso-Cattleyas, etc.**

**G. E. BALDWIN CO.**

**Mamaroneck, N. Y.**

**Regal Lily Bulbs**

**LILIUM REGALE**
**for Fall delivery**

Large bulbs, 6-9 in., $40.00 per 100.

Large flowering bulbs, 4-6 in., $30.00 per 100.

Small flowering bulbs, 3-4 in., $20.00 per 100.

**C. P. HORSFORD**

**CHARLOTTE VERMONT**

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189[illegible].

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## THE TALK OF THE TRADE

It seems rather surprising to find baskets of everlasting flowers being sold in mid-summer when fresh flowers from the garden are very plentiful and while florists' flowers are cheap. Nevertheless there is a steady demand for these dried blooms. Certain florists seem to have developed this line of trade to a greater degree than others. The Copley Florist on Huntington Ave., Boston, sells thousands of baskets of everlasting flowers in the course of the season, and the trade is not interrupted by the coming of hot weather. Indeed, many tourists who visit Boston buy these flowers, arranged in baskets, as gifts to send home. As a result they are shipped by the Copley Florist to all parts of the country. Mr. David Levinson of this firm is particularly skilful in making up baskets which probably is one reason for the large number sold.

The species most often used is Helichrysum, which comes in many colors . This is a very easy flower to grow and yet it is one in which quality counts for much. Certain colors are desirable while others are almost useless. There is practically no demand for red flowers, as they do not show up well. The colors most liked are shades of bronze, yellow and white. The flowers must be a good size, full and well shaped.

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It seems rather curious to read a note in an English paper referring to the carnation Maine Sunshine that, while the variety is believed to have originated in America, the writer hasn't the record of the raiser. Of course every greenhouse tyro in this country knows that Maine Sunshine came from Strout's famous range in Biddeford, Me. At the same time it is pleasant to have this carnation warmly praised by the English writer who says:

"At the trial of perpetual-flowering carnations held in the Wisley Gardens in the past winter, this variety attracted such favorable notice from the judges as to be considered worthy of the R. H. S. Award of Merit. The color is soft primrose-yellow slightly deeper in the centre and the flower is of large size and perfect form. High praise is given this variety by Messrs. Allwood Bros., who state in their catalogue, 'To such an extent do we realise the merits of this variety that this is the only pure yellow we are growing



SAMUEL MURRAY
Vice-President of the S. A. F.

at our wholesale cut flower nursery at Clayton.' The plant is very floriferous and the growth very healthy."

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It is rumored that Iris tingitana is going to be very short this year. If reports are true that very little stock will be available from California, florists are wondering if they are not likely to be shut out entirely. This iris is among those which cannot be imported except for propagation purposes, and the outlook is not very rosy.

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It still seems difficult to meet the demand for geraniums. Gradually, however, a florist here and there is going into geranium production quite heavily, so that eventually a balance will doubtless be struck. Talking recently with Mr. W. B. Dasha, of North Weymouth, Mass., I learned from him that at least a half of his new house will be given over to the growing of geraniums this year, with the idea of selling cuttings to the trade. Mr. Dasha already has one house devoted wholly to geraniums. This year he will grow fewer carnations than in the past in order to give more attention to geraniums. He says that while some of the newer kinds are very attractive, there is comparatively little call for them. The old Ricard and Poitevine varieties are the kinds which are most in demand.

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I was interested to find that Mr. Dasha had been whitewashing the glass on one house, using the formula which appeared in a recent issue of Horticulture. He said he had never had as little trouble with the whitewash working off. In fact, it was sticking so hard he was almost beginning to wonder if he would have difficulty in removing it.

Mr. Dasha's experience is one which indicates the opportunities offered by horticulture. For many years he was a shoe salesman on the road, traveling through Pennsylvania. Some years ago he got a small greenhouse where he grew flowers in an amateurish sort of way. Gradually he increased his interests and investment until now he has given up the road entirely and is a full fledged greenhouse man with a modern plant and a bright future.

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Talking with F. J. Tighe, of the King Construction Co., recently, I was interested in what he had to say about the stock produced by greenhouse men whom he had visited. "Eight or nine years ago," he remarked, "quantity was the object with most florists, so far as I could judge. Now quality is the watchword of almost every reputable grower. This gratifying change has been brought about, doubtless, by

keener competition which has made the poorer stuff hard to dispose of. I have no doubt, too, that the constantly increasing F. T. D. trade has had much to do with the matter."

Mr. Tighe finds that optimism prevails throughout the greenhouse trade, and feels certain that there will be rapid and continuous expansion of the greenhouse business.

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Mr. Geo. Yavner, the florist of Toronto, Ont., has been attracting much attention by the unique character of his window displays. Recently he staged a dollar window which was very successful. A week or two later he put on a goldfish window, using a tank 5x3½ feet. Even small tanks of goldfish always attract attention, but when a big tank of this kind is put in the window and filled with the bright hued fish, it invariably draws a big crowd. There are many ways of this kind in which florists can help to increase the business in what is ordinarily a dull season.

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There has been much complaint this year about the crooked stems of gladioli. In some instances a great many flowers have had to be thrown out because of this defect. It is probable that these crooked stems are due to the great amount of rain which came during the growing season. Naturally the Primulinus Hybrids, with their lighter stalks, have suffered most in this respect, but in some of the stronger growing kinds badly twisted stems are seen.

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While most of the florists have turned to the newer roses, there are still a few who hold to the older varieties. There are some, for example, who are very fond of Lady Alice Stanley, which in truth has many good qualities. In the past they have been getting this rose mostly from Neil E. Boyle, but Mr. Boyle has finally given it up because of its poor keeping qualities. Mr. Boyle is very fond of Columbia, which he grows to perfection, and which is proving to be one of the finest creations of recent years so far as florists are concerned. He has also been successful with Butterfly and White Killarney. Mr. Boyle grows nothing but roses, and has won no little fame by his skill in producing extra good blooms. Just now he is going over his houses and getting them into first class condition for a big business next season.

## GARDENERS' CONVENTION

### Headquarters to be at the Brunswick Hotel, Boston

A meeting of the New England Branch of the National Association of Gardeners and the Convention Committees was held at Horticultural Hall, Boston, on Friday evening, July 28, to complete the plans for the coming



THOMAS ROLAND

Who is to be specially honored at the Kansas City Convention

convention of the association which is to take place in Boston Sept. 12 to 15.

The first two days of the convention will be devoted to business meetings, and the annual banquet, which will be held at the Brunswick Hotel, will be held on the second evening of the convention. The Brunswick will be the headquarters for the delegates, as it offered particularly good terms.

On the third day, the famous North Shore will be visited, the attendants at the convention leaving Horticultural Hall early in the morning in automobiles. The finest gardens in Beverly Farms, Manchester, West Manchester, Prides Crossing, will be inspected. The party will then proceed to Ipswich to become the guests of Mr. and Mrs. R. T. Crane on their extensive estate at Castle Hill Farm, where a real New England Clambake will be served. Later the beautiful gardens of this 2500 acre estate, of which Robert Cameron, the president of the association, is superintendent, and its five mile coast line, and rolling dunes of white sand, will be inspected. A stop will be made at Cedar Acre Gladioli and Dahlia Farm of B. Hammond Tracy on the return to Boston, and other places of historic interest will be passed en route.

On the last day of the convention, the noted Arnold Arboretum with its matchless collection of trees and shrubs, and part of the Boston parkways will be visited. Later the visitors will be taken to Cambridge, where under the shadow of Harvard College the world famed collection of glass flowers in the Agassiz Museum will be seen. Leaving Cambridge, historic Lexington and Concord will be visited, and later the famous Walter and Henry S. Hunnewell estates in Wellesley with their wonderful specimen trees and shrubs.

## W. N. CRAIG RESIGNS

W. N. Craig has resigned as superintendent of Faulkner Farm, Brookline, Mass., a position which he has occupied for the past ten years, and where he has gained a wide reputation. Mr. Craig has purchased a piece of property, including an attractive house and several acres of land, on Front street, in Weymouth, where he will take up his residence after October 1, when his resignation takes effect. At Weymouth he will grow plant material, specializing in hardy subjects and bulbs. Before going to Faulkner Farm Mr. Craig was superintendent of Langwater Farm, North Easton, for fourteen years. He is secretary of the Gardeners' and Florists' Club of Boston, a former president of the National Association of Gardeners, and widely known throughout the country.

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Joseph E. Koppelman, well known in the trade in Providence, was recently knocked down by an automobile and suffered injury to his right leg

**IRIS AND PEONIES**

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground:

**Darius, Dr. Bernice, Halfdan, Ingeborg, Loreley, Mme. Chereau, Mithras, Mrs. G. Darwin, Mrs. H. Darwin, Sherwin Wright, Walhalla, Walneriana.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

# KANSAS CITY CONVENTION

## Everything Ready for the Opening Session Next Tuesday

The Secretary is now in Kansas City, and will remain until after the convention. He should be addressed on all matters pertaining to the Convention, at the Meuhlebach Hotel, where his temporary office is maintained.

Kansas City's florists are practically ready for the opening of the Thirty-Eighth Annual Convention of the Society of American Florists and Ornamental Horticulturists next Tuesday. At a meeting held last week the plans for the elaborate program to be staged were virtually completed.

From all indications received, this is going to be one of the biggest conventions ever held. Hundreds of reservations have been received and a great many are from the women members and associate members of the organization.

The radio invitation, sent through the Kansas City Star to every florist in the United States, was broadcasted for a period of one hour starting at nine o'clock Monday night, August 7. The invitation to the florists this year is more than just a request that the florists attend their own convention. Any individual, regardless of whether he is a florist or not, who is interested in floriculture or horticulture will be welcome.

"As a matter of fact, the more of these individuals who attend, the greater will be the convention," W. L. Rock, Chairman of the local committee, said recently. Mr Rock is an old experienced campaigner in the matter of conventions and floral shows. He has had with him a strong committee, all of whom are vitally interested in the progress of the floral profession. This committee has spent entire days and several nights preparing and drafting and often re-drafting the program in order that it may come up to all expectations.

While in Kansas City the delegate will be given every opportunity not only to hear the latest developments within his own profession, but to hear and see what Kansas City has accomplished in this line within a few short years.

The Convention Bureau of the Chamber of Commerce is uniting with the local florists in this invitation. "We hope we make this the greatest convention any florist has ever attended," W. M. Symon, Publicity Director for the Convention Bureau, said.

### ADDITION TO OFFICIAL PROGRAM

A little function, which should have been noted in the Official Program, is scheduled for the session of the first day, Tuesday afternoon, August 15th. The Indiana State Florists' Association, and the National Flower Show Committee will, at this session, as a token of their appreciation of the interest in the Indianapolis National Flower Show displayed by Thomas Roland, Nahant, Mass., through his wonderful exhibit of Acacias at the Show, assembled there at considerable expense and risk, tender to that gentleman a testimonial which shall at least insure that a record of his splendid devotion to a part of the work of the Society dear to all its members will go down in the annals of the Society, perhaps to stimulate in others the desire to render similar service when occasion requires.

JOHN YOUNG, Sec.

### LADIES' SOCIETY OF AMERICAN FLORISTS

The annual meeting of the L. S. A. F. will be held Wednesday, August 16th, 1922 at 10.30 a. m. in the Meuhlebach Hotel.

The reception to members and members of S. A. F. & O. H. on Wednesday evening, ballroom of Meuhlebach Hotel at 8.30 o'clock.

The Secretary will have an office in the Convention Hall open on Tuesday and one open on Wednesday at the Hotel.

Two amendments to the Constitution will be acted upon at the annual meeting, both having been passed as motions at the meeting in Washington in 1921.

Art. 9, Sec. 2 was voted to read, "Members to be reinstated on payment of $4 back dues, but not entitled to Life Membership until after two years."

Art. 11. The L. S. A. F. shall have one entertainment during the annual meeting restricted to members of the L. S. A. F. and their families and members of the S. A. F. & O. H. Guests of members, except a lady member's escort, admitted by paid ticket only.

Miss M. C. Gunterberg, President, has appointed Mrs. J. J. Hess, Omaha, Neb., as auditor for the year 1922.

MRS. ALBERT M. HERR, Sec.

There was announcement in the official program of the S. O. F. Convention of a meeting of the Board of Directors, American Carnation Society, Thursday, August 17th. This was an error there will be no such meeting.



A Corner in the Handsome Flower Shop of Samuel Murray in the Convention City

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EDWARD I. FARRINGTON, Editor

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**Says Sam: There's three kinds of folks; those who think things couldn't be worse; those who allow that after all things might be a lot worse; and those who roll up their sleeves and say, "Things can be better."**

**The Convention Season** If the days of mythology had not long since departed, doubtless August would be dedicated to the Goddess of Conventions. It is a great convention month, largely perhaps because it is the month when business in most trades lags and when business men are in a mood to travel and see new places. The Canadian Gardeners and Florists are having their convention this week, the 10th and 11th. The National Gladiolus Association meets later in Kalamazoo, and there are various conventions of different flower growing organizations. The big convention of the month, though, is that of the S. A. F. and O. H. at Kansas City. The stage is all set for this convention, which promises to be one of the biggest and best in the history of the society.

Kansas City is famous for its convention facilities and is perfectly aware of that fact. It boasts that it is the best convention city in the country, and has good reason for a boast of this kind. Counting only the big hotels, there is a rooming capacity of seven thousand and over, but with the smaller hotels the total number of rooms available in Kansas City is over ten thousand.

There is a remarkable convention hall, seating thirteen thousand people, and within ten minutes' walk of most of the hotels. The city has a wonderful park system which delegates to the S. A. F. convention will enjoy seeing. Its parks and boulevards include 3,470 acres, and there are forty supervised playgrounds. Cliff Drive, three and a half miles long, is declared by many people (not all of them residents of Kansas City, by any means) to be the most beautiful in America.

Delegates to this convention will go for the purpose of transacting important business, and it will be a business convention from start to finish. At the same time the delegates will undoubtedly embrace an unusual opportunity to inspect a wonderful region in the heart of America.

**City Rose Gardens** Mayor Curley has squashed the plan for a rose garden at the Arnold Arboretum, at least so far as the city is concerned. This is a pity. The proposed rose garden, as planned by Prof. C. S. Sargent, was to contain all the species, together with their hybrids, arranged in groups and families in a way that would have been of greatest scientific value. The rose garden as planned would have been the most complete and remarkable garden of the kind in the world, and would have attracted visitors from every part of the globe. Moreover, it would have given Boston an exceedingly high standing among horticulturists everywhere. It is to be hoped that this project will still be carried out through the generosity of some wealthy man who would like to see his name perpetuated by having it attached to a garden of this nature.

Apparently the far reaching and horticultural importance of such a garden did not appeal to the mayor. His talk with Prof. Sargent gave him an inspiration, however, and he now announces that he is going to build a $100,000 flower garden in Franklin Park, a large section of which will be given over to roses. What he proposes is a spectacular garden which shall win the plaudits of the multitude. The garden he intends to build (and work is to be commenced promptly), will contain a pond for aquatic plants, and will have its border planted with perennials. The rose garden is to contain all the best of the popular kinds of bush roses, and also great numbers of climbing roses trained on trellises. It is to be several feet lower at the center than at the sides to give a better general survey.

There is much to be commended about the idea of municipal flower gardens, and especially municipal rose gardens, although in this particular instance it is a pity to have what promised to be a great botanical and horticultural achievement side-tracked for a mere superficial show. From the point of view of the nurserymen and of all engaged in the horticultural trade, such gardens are of inestimable value. They tend to encourage the buying of flowers and plants, and especially of roses, because the display awakens thoughts and aspirations lying dormant in many hearts. It requires only a little stimulation to arouse the average man to the planting of flowers and shrubs.

Judging from the number of municipal rose gardens now existing or being constructed, or which have been projected, the time will soon come when no large city will be without an official garden of roses. This is well. It means much to those who must perforce remain among the city cliff dwellers, and as much more to the suburbanite and other owners of small places who will seek these gardens for suggestions and advice.

## EDITORIAL NOTES

There are many ways of spreading a love of flowers among the people. Some of the seedsmen especially have been very active in leading the way. The Vicks, the Hendersons, the Burpees, the Brecks, the Dreers, and countless others too numerous to mention have been blazing the path to flower joys for generations. And they have done great work at no cost to the people of these United States. Which is more than can be said for Washington.

A writer in the Boston Herald recently made a vigorous protest against the gathering of wild Lupine. He asserted that a certain florist of South Sudbury, Mass., is sending his men into the fields to gather all the Lupines that can be found, the flowers being sent to Boston for sale. He believes that this practice ought to be stopped by law. The florists are having a hard time these days, between the reformers and the bug hunters.

**POINSETTIAS**

2¼-inch pots, $10 per 100, $90 per 1000.

**BEGONIA Cincinnati**

3-inch pots, $45 per 100.

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# American Gladiolus Society

## Program for the Convention to be Held in Kalazamoo, Mich., August 16-17

When Mr. David Tyndall, of Brockton, Mass., Secretary of the American Gladiolus Society, goes to Kalamazoo to attend the Annual Convention, Aug. 16 and 17, he will have a very interesting report to make. During his term as secretary he has labored very hard to increase the membership. Over 375 new names have been put on the list during the past year. The total membership is now 650. Mr. Tyndall started out with the hopes of bringing the total up to 1,000, and sees no reason why that goal should not be reached in the next few months if he has the hearty co-operation of the other members.

The American Gladiolus Society is now much more active than it has been for some years, and is in a position to be of the greatest benefit to the gladiolus growing industry.

The Convention will be held in Knights of Pythias Temple, opening at 3 o'clock Wednesday afternoon, August 16. The program for the Convention will be as follows:

Address of the President, C. R. Hinkle, St. Joseph, Mich.

Report of the Secretary, David Tyndale, Brockton, Mass.

Report of the Treasurer, Madison Cooper, Calcium, N. Y.

Reports of Committees.

Discussion and Suggestions for the Benefit of the Executive Committee in settling the next meeting place.

Action on a Revision of the Constitution and By-Laws.

Unfinished Business.

Adjournment.

On the second day of the Convention the delegates will be given an automobile ride around the city of Kalamazoo.

Hotel reservations may be obtained by writing Allan C. Frink, Kalamazoo, Mich.

The exhibition in connection with the Convention promises to be an excellent one, many additional prizes having been offered by concerns in Kalamazoo, as well as by diverse growers in other sections.

Schedules may be obtained from the Secretary, Mr. Tyndall.

### PLANTING PEONIES

More and more nurserymen are beginning to realize that it pays to give plain, commonsense cultural directions in their catalogues. It is well also to be frank in whatever literature is sent to customers. In his fall catalogue George N. Smith, of Wellesley Mills, Mass., states some simple facts which cover the ground unusually well. I think if something of this sort were sent to amateurs with all shipments, it would be a great help. It may be interesting to read a part of Mr. Smith's instructions. I like particularly the way in which he explains why it is necessary not to cut too much foliage.

"Peonies may be planted in the fall any time after the first of September until the ground freezes, or early in the spring, although the best time is during September and October, since they then have time to form new roots and get a good hold of the soil before winter.

"Peonies when transplanted do not fully recover and produce typical flowers until the second or third year.

"If large flowers are wanted, pick off all but the central bud on each stem; before and during the flowering season be sure that they have an abundance of water. If the flowers are cut before they are opened and put in water in the house, they will be larger and brighter colored and keep longer than if allowed to open in the sun. Make a new cut on the stem and give fresh water every day.

"When cutting flowers, especially from young plants, do not cut too near the ground, but leave as much foliage as possible, because the leaves are necessary for root growth. The leaves gather certain gases from the air, while the roots take up plant food from the soil in the form of salts, and the assimilating is done by leaves. Leaves are as necessary to plant life as lungs are to animal life."




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# RAMBLING OBSERVATIONS OF A ROVING GARDENER

When Dr. Huey lectured in Boston a few weeks ago he spoke of the difficulties to be found in growing roses when there are large trees near the bed. Other rose growers have wondered how he met such a situation, because he advocated planting roses where they would be protected from high winds by trees or buildings. It seems that Dr. Huey surrounds his beds on the sides near the trees with 12-inch hemlock boards. Two of these boards are set on end, one above the other, along the beds and just below the surface. It is impossible, of course, for the tree roots to penetrate such a barrier.

One prominent grower in Philadelphia, a man with plenty of means, has adopted a somewhat similar plan, except that he uses concrete walls set deeply into the ground around all of his rose beds. Some people believe that roses should be planted in the most open location available, but Dr. Huey finds a little shade, especially in the middle of the day, a great advantage as it gives better color to the blossoms.

If roses are to be set out in the spring, it is an excellent plan to make the bed this fall, so that it will have plenty of opportunity to settle. While roses will grow in many kinds of soil, although preferring a rather heavy clay loam, they must have good drainage. This is one fact to be emphasized, because roses abhor wet feet and will not last long if water stands around the roots.

While roses will thrive fairly well in average soil, without special preparation, at least for a few years, a permanent bed ought to be made with a good heavy layer of cow manure at the bottom. In no other way can so fine and extended a show be made. If the bed is made in sod land, the sods can be chopped up and thrown back. They will provide humus as they decay. While the bed should be a few inches higher than the surrounding ground at first, it should never be kept mounded up. It will naturally settle until it is level and no harm will be done if it is a trifle lower than the ground around it.

Dr. Huey has a special rake which he likes to use among his roses. It is made by cutting down an ordinary rake with a hack saw so that it is only five inches wide. With such a rake it is possible to get close to the base of the plants without doing any damage.

As has often been pointed out, the time to water roses is early in the morning. If this work is done late in the afternoon or in the evening, the early appearance of mildew can be confidently expected.

Mention has been made before of the system perfected by Prof. J. K. Shaw of the State Agricultural College at Amherst, Mass., by means of which different varieties of apples can be distinguished by their leaf characteristics. The College has now issued a bulletin which describes the method in detail and pictures the leaves of most leading varieties. The bulletin is No. 208 and I am sure those who grow fruit will be much interested in what it offers.



A Well Grown Specimen of Taxus Cuspidata, the Japanese Yew

## JAPANESE YEWS FOR HEDGES

### Other Purposes for Which They May be Used

No better hedge plants have been introduced than the Japanese yews. It is true that they have been too expensive in the past to be used very extensively for hedges, but as they become more widely disseminated and lower in price they are bound to be planted widely. One remarkably good example of the use of Japanese yew in this way is to be found on the Bayard Thayer estate in Lancaster. There is a large and well established hedge there which is greatly admired by everyone who sees it. Bobbink & Atkins, of Rutherford, N. J., have recognized the value of this yew, apparently, for they are giving it special attention, and are speaking of it as "The Hedge Plant of the Future and the Evergreen for Everywhere."

There are some very good specimens of Taxus cuspidata in the Arnold Arboretum, which testify to the hardiness of this yew, and to the grace and beauty of the plants. It is not generally realized, however, that these plants adapt themselves remarkably well to all kinds of conditions. They are at home in the formal garden, but just as attractive in informal plantings. For preference they should have a sunny and rather exposed place. Apparently no winter's cold ever changes the deep green of the foliage. The bright red berries of these yews are very effective and attract the birds.

Taxus cuspidata capitata is used for hedge planting, while T. brevifolia, T. baccata repandens and T. baccata tardiva are used for foundations, and dwarf planting effects. T. baccata repandens, however, is excellent for making fairly low hedges, seldom growing more than four or five feet high when mature. Bobbink & Atkins consider this the king among the dwarf yews and doubtless they are correct in giving it this position.

## KAULBACH'S NEW STORE

Kaulbach, the well known florist of Haverhill, Mass., opened a fine new store at 42 Main st., August 1. The new store is handsomely decorated and has a large work room and basement built-in refrigerator. Many neighboring florists have visited the store to congratulate Mr. Kaulbach on his enterprise and success.


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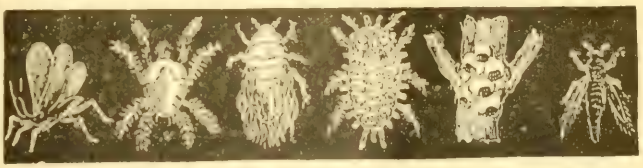

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# Mansfield Gladiolus Growers

## Methods Followed in the Gladiolus Center of New England

Mansfield, Mass., is winning a wide reputation for its gladioli. There are few sections where gladioli are grown commercially in such an extensive way. There are so many growers in this town that they have an annual exhibition of their own, and one which rivals the Boston Show. The industry has been established here for about eight years. Mr. Zeestraten, now in East Bridgewater, played a large part in arousing the interest of the Mansfield people in the gladiolus, and sold them a great many bulbs.

Frank O. and F. F. Shepardson were among the pioneers, and are now among the largest growers, having about three acres. They ship their flowers to the Boston Market, where they are sold by Arthur Carr. They were among the first to market Lily White this season, and sent in some remarkably fine spikes about the middle of July.

The only grower having a larger acreage is Robert Walker, secretary of the local association, who has three and a half acres. Mr. Walker has done much to build up the industry in Mansfield, and is an enthusiastic grower.

W. S. Harris sells a great number of flowers and bulbs by the roadside, having erected a commodious salesroom which he has christened "The White House." Mr. Harris is famous for the number of varieties which he grows, having at least 250 different kinds. Another very active man among the Mansfield growers is Willis Chase. While a resident of Mansfield, his gardens are in Foxboro, rather a fortunate matter for him, as it happens, because Foxboro is not included in the quarantine ban which has been put upon Mansfield. The corn borer has been found in Mansfield, so that no flowers can be shipped or carried outside of the quarantined area. As this area includes Boston, however, and most of its suburbs, the trade is not interfered with seriously, except in the matter of automobile parties.

Among the other growers in the Mansfield section are Miss Jane Bushnell, Mrs. Elsie Tragardt, Fred Reed and John Conrod, all of whom are accumulating nice collections and doing a good business. It is customary in the Mansfield section to grow gladioli in rows, three feet apart, and to have two or three bulbs abreast in the row. With fancy varieties only two are used. The growers as a rule are not especially careful about having their bulbs exactly the same distance apart because labor is an important consideration. They crowd the bulbs pretty hard in order to get as many as possible in a limited area. Fairly deep planting is practiced in order that plants may stand up well. The growers often talk about getting their bulbs in six inches deep. As a matter of fact there are few that really plant more than four inches deep. In some cases planting is more shallow than this because the fact is generally recognized that there is a greater increase when the bulbs are fairly near the surface where the ground is warm.

## URGE BETTER INSPECTION

### Pacific Coast Nurserymen also Against Misleading Advertisements

Mr. Benj. Chase, of Derry, N. H., the well known manufacturer of nurserymen's labels, recently returned from his annual trip across the continent. Mr. Chase attended the convention of the Pacific Coast Association of Nurserymen, and reports that this Convention was of unusual interest in several ways. The retiring President, Howard Evarts Weed, of Beaverton, Wash., said that American nurserymen are now producing a quality of ornamental shrubs and plants superior to those imported from foreign countries before the war. He further declared that, while the Pacific coast nurserymen were behind the eastern men in ornamental plant production, they were ahead in fruit growing.

Nurserymen from various parts of



the Pacific coast reported that business in ornamental fruit tres, shrubs and plants has been very good in the past year. For the coming year the fruit-tree stock is big, but the supply of ornamentals is short.

The Convention passed resolutions asking for a stricter control over nursery stock growing, selling and shipping, to prevent the spread of destructive pests. It was said that the spread of these pests was due largely to the promiscuous distribution of infected nursery stock by irresponsible persons. There were arguments in favor of uniform horticultural laws for all the states, based on the inspection of nursery stock at the point of shipment.

Extravagant and misleading advertising by nurserymen was condemned by the organization. The statement, "Wholesale Prices to Planters," often used in advertisements was declared as being far from the truth, and one, therefore, that should never be used by reputable nurserymen.

During the Convention the delegates were entertained at the famous Steele Pansy Gardens, the Mountain View Rose Garden and the Portland Wholesale Nursery, where they found much of interest.

Charles T. Hawkes, of Caldwell, Idaho, was elected president, and it was voted to hold the next Convention at Boise, Idaho.

## SNAPDRAGON RUST

Snapdragon Rust (Puccinia antirrhini) is apparently an American disease, having been first found in California in 1895, says J. G. Sanders, director of the Pennsylvania Bureau of Plant Industry. Since that time it has spread all over the United States by means of infected snapdragon plants shipped from place to place.

In the past, spraying with Bordeaux mixture or ammoniacal copper carbonate has been recommended to hold the disease in check, but experimental work done by Prof. Geo. L. Peltier of the Illinois Agricultural Experiment Station, and reported in Bulletin No. 221 of that station, proves that the benefits derived from spraying are not sufficient to justify the expense.

The disease attacks all portions of the plants, leaves, branches, stems, and even the seed pods, and all varieties are equally susceptible.

To prevent its spreading among plants already in the greenhouse do not syringe the plants. The spores are carried from plant to plant in this manner, and also it creates conditions favorable to the germination of spores. When watering be very careful not to wet the foliage, simply water the earth.

The disease is not carried over on the seed. This affords a method of avoiding trouble. Remove the soil from the greenhouse benches that has grown infected plants, replacing it with soil which has not grown snapdragons for one year or longer. In growing the seedlings be very careful to avoid the use of infected soil. By this manner only can trouble be avoided.

Having produced seedling stock the desirable varieties can be selected and propagated by cuttings. Be very careful not to use infected cuttings, because even a very few cuttings in a cutting bench can cause the loss of the entire bench full of cuttings, the grower laying the trouble to "damping off."

Keep the plants clean, and the houses in which they are growing well ventilated. Should the rust show up among the plants such plants should be burned immediately. With these precautions, and the growing of seedlings on clean soil, a reasonably clean and profitable crop can be given, but it will be at the price of eternal vigilance.

We suggest writing to the Director of the Agricultural Experiment Station, Urbana, Illnois, for the bulletin mentioned.

We will be glad to meet you personally at the Convention in Kansas City; but if we should fail to get together, or if you are not there, better attend to this little matter right now, and mail us your order for:—

**SWEET PEA SEED**

During the past season we have made a special study of Sweet Peas and have selected varieties best for the commercial grower that the market affords, and we have every reason to believe that our seed is as true to name, color and type as any offered.

WHITES

**Early Lankey, Bridal Veil, White Orchid, Venus, Mrs. Spanolin,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Snowstorm,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

PINKS

**Early Helen Lewis, Rising Sun, Miss Louise Gude, Mrs. Skaach, Miss Fabing, Loveliness, Daybreak, Yarrawa, Hercules, Enchantress, Rosebud, Splendor,** oz. 75c; ¼ lb., $2.50; lb., $8.50.

**Early Gem, Sunburst, Rose Queen, Empress, Pink Beauty,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

SALMON and ORANGE

**Glitters, Dazzler, Orange Beauty,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

CERISE and CRIMSON

**Cherry Ripe, Early King,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Fire King, Illumination,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

BLUE and LAVENDER

**Lavender King, Wedgewood Blue, Blue Bird,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Columbia,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

Also some choice novelties; such as MRS. HERR and WHITE STAR at $2.50 an oz.; MRS. HARDING at $3.00; and the big and wonderful winter flowering cerise or pink, CHEERFUL, at $5.00 oz.

G. U. LIGGIT *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE: 15 CEDAR ST., WATERTOWN, MASS. L. J. REUTER IN CHARGE PHILADELPHIA



# *Welcome to Kansas City*

*A Hearty Greeting Is Extended To*
*Everyone Attending The Big Convention*

*We trust that all will carry away*
*the happiest of memories*

# *SAMUEL MURRAY*

1017 Grand Avenue, Kansas City, Mo.



# MICHELL'S SWEET PEAS

## WINTER FLOWERING SPENCER

| | Oz | ¼ lb | lb |
|---|---|---|---|
| **Asta Ohn.** Rich Lavender | $0.60 | $1.80 | $6.00 |
| **Blue Bird.** Charming shade | .60 | 1.80 | 6.00 |
| **Bohemian Girl.** Deep pink | .60 | 1.80 | 6.00 |
| **Cherry Ripe.** Cherry or salmon cerise | .60 | 1.80 | 6.00 |
| **Columbia.** Standard salmon wings white | .80 | 2.40 | 8.00 |
| **Enchantress.** Rose pink | .60 | 1.80 | 6.00 |
| **Fire King.** Orange scarlet | .60 | 2.00 | 7.00 |
| **Glitters.** Orange scarlet | 1.00 | 3.00 | 10.00 |
| **Heather Bell.** Mauve lavender | .60 | 1.80 | 6.00 |
| **Helen Lewis.** Orange pink | .60 | 1.80 | 6.00 |
| **Hercules.** Soft rose pink | .60 | 1.80 | 6.00 |
| **Illumination.** Salmon cerise, self-toned orange | .60 | 2.00 | 7.00 |
| **Lavender King.** Deep lavender | .60 | 1.80 | 6.00 |
| **Mauve Beauty.** Rosy mauve | .60 | 1.80 | 6.00 |
| **Meadow Lark.** Rich cream | .60 | 1.80 | 6.00 |
| **Melody.** Rose pink on white ground | .60 | 1.80 | 6.00 |
| **Morning Star.** Deep orange scarlet on standard, orange pink wings | .60 | 1.80 | 6.00 |
| **Mrs. A. A. Skach** Clear bright pink | .60 | 1.80 | 6.00 |
| **Mrs. M. Spanolin.** Black seeded, pink white | .60 | 1.80 | 6.00 |
| **Mrs. William Sim.** Salmon pink | .60 | 1.80 | 6.00 |
| **Othello.** Beautiful maroon | .60 | 1.80 | 6.00 |
| **Pink Beauty.** Rose pink on white ground | $0.60 | $1.80 | $6.00 |
| **Pink and White** | .60 | 1.80 | 6.00 |
| **Primrose Beauty.** Deep primrose, flushed rose | .60 | 1.80 | 6.00 |
| **Red Orchid.** Cherry red | .60 | 1.80 | 6.00 |
| **Rose Queen.** Color a most attractive shade of pink | | | |
| **Greenhouse Grown Seed** | 3.00 | 10.00 | 35.00 |
| **Outdoor Grown Seed** | .60 | 1.80 | 6.00 |
| **Sankey.** Black seeded, white | .60 | 1.80 | 6.00 |
| **Snowflake.** Pure white | .60 | 1.80 | 6.00 |
| **Snowstorm.** Pure white | .60 | 2.00 | 7.00 |
| **Song Bird.** Pale pink on white ground | .60 | 1.80 | 6.00 |
| **Songster.** Rich Lavender | .60 | 1.80 | 6.00 |
| **Spring Maid.** Light pink on cream ground | .60 | 1.80 | 6.00 |
| **True Blue.** Charming blue self | .80 | 2.40 | 8.00 |
| **Venus.** White, flushed pink | .60 | 1.80 | 6.00 |
| **Warbler.** Rich, mauve purple | .60 | 1.80 | 6.00 |
| **White Orchid.** Pure white | .60 | 1.80 | 6.00 |
| **Yarrawa.** Bright rose pink, with lighter wings | .60 | 1.80 | 6.00 |
| **Zephyr.** Pale blue or lavender | .60 | 1.80 | 6.00 |
| **Zvolanek's Rose.** Rose pink | 1.00 | 3.00 | 10.00 |

## PANSY

**Michell's Giant Exhibition, Mixed.** A grand strain, with the size of bloom and heavy texture and varied colors and shades equal to the best grown. Tr pkt 30c, ½ oz 60c, oz $1.25, ¼ oz $3, oz $5, ½ lb $9, lb $16.

**Giant Trimardeau, Mixed.** Large flowers and choice colors. Tr pkt 30c, ½ oz $2.25, ¼ lb $8.00.

**GIANT SORTS IN SEPARATE COLORS**

| | Tr pkt | Oz | ¼ lb |
|---|---|---|---|
| **Azure Blue** | $0.40 | $2.00 | $7.00 |
| **Black Blue** | .40 | 2.00 | 7.00 |
| **Emperor William** | .40 | 2.50 | 9.00 |
| **Hortensia Red** | .40 | 3.00 | 11.00 |
| **King of the Blacks** | .40 | 2.50 | 9.00 |
| **Lord Beaconsfield** | .40 | 2.50 | 9.00 |
| **Peacock** | .40 | 3.00 | 11.00 |
| **Snow Queen** | .40 | 2.50 | 9.00 |
| **Striped and Mottled** | .40 | 2.50 | 9.00 |
| **White with Eye** | .40 | 2.50 | 9.00 |
| **Pure Yellow** | .40 | 2.50 | 9.00 |
| **Yellow with Eye** | .40 | 2.50 | 9.00 |

## CYCLAMEN SEED

### Michell's Giant Show

| | 100 | 1000 |
|---|---|---|
| **Bright Red** | $1.75 | $14.00 |
| **Dark Blood Red** | 1.75 | 14.00 |
| **Glory of Wandsbek.** Salmon pink | 2.00 | 16.50 |
| **Perle of Zellendorf.** Salmon pink | 2.00 | 16.50 |
| **Pure White** | 1.75 | 14.00 |
| **Rose of Marienthal.** Bright rose | 1.75 | 14.00 |
| **White with Carmine Eye** | 1.75 | 14.00 |
| **Mixed Colors** | 1.50 | 12.00 |

## DAISY (Bellis Perennis)

| | Tr pkt | Oz |
|---|---|---|
| **Longfellow,** pink | $0.40 | $2.00 |
| **Monstrosa,** pink | .50 | 3.50 |
| **Monstrosa,** white | .50 | 3.50 |
| **Monstrosa,** mixed | .50 | 3.25 |
| **Snowball,** white | .40 | 2.00 |
| **Double Mixed** | .30 | 1.50 |

## MYOSOTIS

| | Tr pkt | Oz |
|---|---|---|
| **Alpestris Victoria,** blue | $0.25 | $1.50 |
| **Dissitiflora,** deep blue | .40 | 3.00 |
| **Ester Fonrobert,** blue | .25 | 1.00 |
| **Palustris,** deep blue | .40 | 2.00 |

**Also all other Seasonable Seeds, Bulbs and Supplies.** ***Wholesale Price List Free.***

**MICHELL'S SEED HOUSE** 518-516 Market St. Philadelphia, Pa.


# ADVERTISING AND SELLING

When business is dull shall florists sit back and bemoan their hard luck or shall they seek for means to draw into their stores the trade that would otherwise pass by? The average florist is inclined to shrug his shoulders and spend the time playing pinochle which might better be devoted to thinking out new selling schemes. This is an excellent time to place price cards on the goods in the window. There are many florists who do not like to advertise a drop in prices in the newspapers. They have a feeling that it is difficult to get them back again once they are down. Whether this is true or not, there can be little argument against selling flowers somewhat under the usual prices during the summer months, and putting a label on them which will call that fact to the public's attention. There are instances where filling the window with offerings of different kinds, and tagging them, has increased trade to a surprising extent. This is especially true, of course, in down town districts, where a considerable transient business is done.

Another way to draw trade is to mail nicely printed cards to a list of customers, telling these customers that a special offering is being made to them for the month, that while flowers are not being advertised as reduced in price because they are not over plentiful, yet regular customers are being allowed a very sharp discount from prices ordinarily quoted. This simple plan will often bring in a great many people who appreciate the attention and other people who cannot resist the lure of the bargain, whatever its form. We know of one florist who is careful to have an advertisement at the foot of the column of marriage intentions published by one paper in his community. He takes it for granted that the young people in the town make a point of reading this column.

Many florists in small towns seem to think that they are handicapped by the lack of an immediate market, so that they can never expect to do a large business. It is different with George E. Newell, who is located at Houlton, Me. Houlton is a small place and, accordingly Mr. Newell has developed a business which takes in the entire county. The nearest town of any size is Presque Isle, fifty miles away and with 5,000 inhabitants. The smaller towns between have neither stores nor greenhouses. Mr. Newell attempts to reach all this territory by means of circulars, telephone and a traveling salesman. Advertisements in the local papers introduce the salesman, who has long been traveling through that territory selling nursery stock.

Here is a hint for other small town florists. In almost every part of the country there are nursery salesman who are well known and who probably would be glad to act as a florist's representative.

# CHEERFUL

## Burpee's New Winter Flowering Sweet Pea

This fine novelty is an entirely new shade among the Early or Winter Flowering Sweet Peas. It is most appropriately named, the color being a "cheerful" soft shade of Begonia-rose. The color is pure throughout with no other tints. Few varieties make such an imposing bunch as this great gem. The flowers combine immense size with good form. The standard is broad and well waved. The wings are also much frilled, and in size of the right proportion to the magnificent spreading standard. The whole flower is all that could be desired.

**Cheerful** is good under all conditions and lightens up to a most attractive brightness under artificial light. The substance of the flowers is thick and heavy, adding greatly to the keeping value after being cut. They are well placed in fours on long stout stems.

**Cheerful** is a good grower and bears a large crop of giant flowers on strong and healthy vines. The foliage is a rich deep green. Not only are the individual flower spikes most artistic but they make up into a delightful bunch.

**Cheerful** was awarded a Certificate of Merit at the great International Flower Show, New York, 1921.



The illustration was engraved from a life-size photograph taken on Burpee's Fordhook Farms.

**Cheerful**
Burpee's New Sweet Pea. A rich shade of rose.

**Trade packet $1.00; oz. $5.00; ¼ lb. $15.00; lb. $50.00**

*Write for a free copy of our Special Wholesale Offer of Burpee's Sweet Peas to Florists.*

# W. Atlee Burpee Co.

**Seed Growers** **Philadelphia**

# RIBBONS and BASKETS

Our representatives are now calling on the flower trade with a superb line of Fancy Baskets in all shapes and sizes made especially to our order and representing the latest color ideas and most up-to-date patterns. Also the same in Exclusive Ribbons and other florists' supplies. This is a good time to make your arrangements for the new season now approaching. Drop us a line and our representative will call.

☞ Those attending the Convention at Kansas City are cordially invited to inspect our exhibit there, and get an idea of the line of goods we handle. Our representative will be glad to see you.

**S. S. PENNOCK COMPANY**
**THE FLORISTS OF WHOLESALE PHILADELPHIA**

NEW YORK 117 W. 28th Street | PHILADELPHIA 1608-1620 Ludlow St | BALTIMORE Franklin and St. Paul Sts. | WASHINGTON 1216 H Street

EXCLUSIVE FLORISTS' RIBBONS AND SUPPLIES


## MORSE AND BEALS' NEW STORE.

Morse & Beals, of Lowell, have just finished moving into a new store a few doors from their former location. The new store is not only larger than the old one, but is more convenient and lends itself better to decoration. It is finished in white, has large show windows, and commands the attention of all who pass through the square. A cold storage system has been installed, with a chest 15x15 feet, as well as a commodious show case. Morse and Beals are very fortunate in the fact that they were able to connect up with a brine system from a market next door. This is an economical arrangement and satisfactory in every way, as no ammonia is used in the system.

## BOSTON

Caplan, the florist, is now nicely installed in his new store on Massachusetts Ave. One window is filled with flowers, largely gladioli, while the other is devoted to birds and goldfish.

It is announced that $118,000 has been paid in towards the building fund for the new flower market. It is expected that no difficulty will be found in collecting the $150,000 desired.

Mr. Joseph Margolis, of the Henry M. Robinson Co., is back at work after his pleasant vacation in Maine, and is looking very fit.

Ernest Wollrath of Waltham is taking his vacation in the form of an automobile trip through the New England states.

Henry Penn has gone to Belgrade Lakes, Maine, for an extended vacation. He is expected to return with some new and up-to-date fish stories.

As usual Henry M. Robinson is taking the month of August for his play time. With his family, including his sons, Charles and Henry, he is enjoying his new summer home at Green Harbor.

Gostave Thommen, correspondent of the Florists' Exchange, is back from a trip to Florida. He had a wonderful time, according to all reports, and had his picture taken in a crocodile's den. There can be no question about that fact, because he produces the picture to prove his statement.

It is understood that the Flower Exchange will have an outing at Nantasket the latter part of this month.


**Peonies and Iris**
First class stock at reasonable rate
*S. G. HARRIS*
Box 8 TARRYTOWN, N. Y.



**QUALITY RED POT**
Made of best material by skilled labor, uniformly burned and carefully packed. Famous "Moss-Aztec" Ware includes Azalea Pots, Fern Dishes, Hanging Baskets, Lawn Vases, etc. Write for catalogue and price list.
ZANE POTTERY CO.
So. Zanesville, Ohio

THE WHILLDIN POTTERY COMPANY
**FLOWER POTS**
719 WHARTON STREET
PHILADELPHIA, PA.
Warehouse in
Long Island City, N. Y.

SKINNER SYSTEM OF IRRIGATION.
**Costs You Nothing**
although you have to pay for it. It costs you nothing, because
**It Pays For Itself**
Send for facts and figures.
**The Skinner Irrigation Co.**
100 CANAL ST. TROY, OHIO | 286 FIFTH AVE. NEW YORK

# DREER'S CONVENTION DISPLAY



As usual, for many years past, our exhibit at the KANSAS CITY CONVENTION will consist of a comprehensive display of seasonable plants, such as Palms, Ferns, Crotons, Ficus and other Decorative and Foliage Plants in commercial sizes.

We especially call attention to our stock of

**MADE-UP KENTIAS**

of which we will have a particularly good line in all sizes and good values.

Our representatives, Messrs. Karins and Goudy, will be in attendance at the Convention and will be pleased to give detailed information on the above as well as on all other horticultural subjects handled by us, but not practical to exhibit at this season of the year.

**HENRY A. DREER** 714-716 CHESTNUT ST. PHILADELPHIA, PA.


## NEW KING HOUSES

The attached list of recent buyers of King Greenhouses show, I believe, that the florists are not only talking but they mean business and that they are going after it stronger than ever before. They are preparing for it, in many instances, by doubling their ranges.

J. G. Layton, Olean, N. Y., 3 Semi Iron Greenhouses.
Henry King, Olean, N. Y., 2 Semi Iron Greenhouses.
J. H. Gould, Middleport, N. Y., 1 Steel Frame House.
Willis Bros., Erie, Pa., 1 Pipe Iron Frame House.
W. W. Wilkins, Erie, Pa., 2 Pipe Iron Frame Houses.
R. S. McCreary, Erie, Pa., 1 Steel Frame House. 1 Pipe Iron Frame House.
George Williams, Erie, Pa., 1 Pipe Iron Frame House.
Oakwood Rose Gardens, Oil City, Pa., 1 Semi Iron House.
Harold S. Wood, Warren, Pa., 1 Semi Iron House.
Shady Lane Farms, Columbus, O., 3 Steel Frame Greenhouses.
Stuhldreher Bros., Mansfield, O., 1 Semi Iron House.
William Scott Co., Buffalo, N. Y., 1 Steel Frame Greenhouse.
Chas. F. Christensen, Eggartsville, N. Y., 1 Steel Frame Greenhouse.
Fred Roehling, Forks, N. Y., 1 Semi Iron Greenhouses.
Frank Thies, Fredonia, N. Y., 2 Semi Iron Greenhouses.
J. Bischoff, Niagara Falls, N. Y., 1 Semi Iron Greenhouse.
L. J. Mulhauser, Syracuse, N. Y., 1 Semi Iron Greenhouse.
Ivar Ringdahl, Rome, N. Y., 1 Semi Iron Greenhouse.
R. E. Loeben, Gloversville, N. Y., 1 Steel Frame Greenhouse.
Fred T. Johnson, Toledo, O., 4 Semi Iron Greenhouses.
Springville Greenhouse Co., Springville, N. Y., 2 Semi Iron Greenhouses.
J. F. Schuls Hilton, N. Y., 1 Steel Frame Greenhouse.
John H. Galley, Gardenville, N. Y., 1 Semi Iron Greenhouse.
Mathew Stroh, Ebenezer, N. Y., 1 Semi Iron Greenhouse.
G. Basler, Buffalo, N. Y., 1 Pipe Iron Frame Greenhouse.
Rudolph Galley, Gardenville, N. Y., 2 Semi Iron Greenhouses.
Henry H. Elbers, Buffalo, N. Y., 1 Semi Iron Greenhouse.
Gustav Wickstrom, Jamestown, N. Y., 2 Semi Iron Greenhouses.
H. B. Maahs, Erie, Pa., 1 Semi Iron Greenhouse.
Chas. Otto, Punxsutawney, Pa., 1 Semi Iron Greenhouse.
Chas. Gervas, Fredonia, N. Y., 1 Semi Iron Greenhouse.
Robert Mauser, Jamestown, N. Y., 1 Semi Iron Greenhouse.
C. B. Shisler, Williamsville, N. Y., 2 Semi Iron Greenhouses.
John N. Luder, Dunkirk, N. Y., 2 Semi Iron Greenhouses.
Lancaster Greenhouse Co., Lancaster, O., 1 Steel Frame Greenhouse.
G. W. Schutt & Son, Clarence, N. Y., 1 Semi Iron Greenhouse.
Harris & Lever, Niagara Falls, N. Y., 1 Semi Iron Greenhouse.

—F. J. TIGHE.




BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.

American Landscape School, 19-H Newark, New York


Mrs. Bernard Farley is to establish a flower business at her home on Grand View Hill, near Lake Placid, N. Y.




# HEATING

BRUNSWICK-KROESCHELL boilers are making the most wonderful greenhouse heating record in the world. Florists who have used other makes are constantly giving the BRUNSWICK-KROESCHELL the highest praise. 13,468,320 sq. ft. of glass was equipped with BRUNSWICK-KROESCHELL Boilers during the past five years.

**Brunswick-Kroeschell Co.**
**466 W. Erie St.**
**CHICAGO**

## George Watson's Corner

"You in your small corner and me in mine."

Henry E. Michell writes from London to his elder brother Fred, July 18th, reporting all well with himself and family. They had a fine voyage across the Atlantic, the weather being ideal and the steamer so big and speedy that there was no seasickness. He expects to start for Holland and Belgium on July 21st.

What is the difference between Centaurea moschaba, the sweet sultan of commerce, and the imperial sweet sultan, which has appeared recently in the flower market. Most of the boys gaze on it with wonder and say, rats, that's no sweet sultan, that's a Scots thistle. The trouble with that idea is: they can find no horns on it. If it's a Scots thistle there ought to be stingers. But no, the leaves are plain and smooth and thin with no stingers, which cuts it out of the thistle family. My friend Jimmy Anderson, whom I run across at Dooners once in a while, said, sure, it's a thistle. He's a head man in Lits, and he was born just south of the Grampians. Can you beat it? Can you blame the Battles boys or the Pennock boys for getting fooled when "My name is Norval on the Grampian Hills" (Anderson) gets fooled!

That fringed rose like a little carnation—M. R. Case talks about in the last issue must be quite an interesting gem. If she will mail us a few buds we will show them to all the boys in the flower market here.

The Craig place at Norwood looked particularly well on the occasion of our last visit (August 1st). Everything is in the pink of condition and worth going a long way to see. In palms they still make a great specialty of Areca lutescens and have a big array of them—forty or fifty thousand—in all sizes. Phoenix Roeblini is another palm which is a specialty here, and extra well finished. Pandanas Veitchi is looking well—clean, shining, perfect, and in great quantity. In ferns perhaps the biggest favorite is Teddy Junior although Scotti still holds a strong hold on public favor. The four-inch pots here hold a plant as big as can be got elsewhere in a six-inch pot. This pleases buyers at a distance, as there is a great saving in expressage. Cyclamen, Crotons Dracenas are also there in all their glory, besides many other fine subjects too numerous to mention in this hasty sketch.

Golden Ophelia does not seem to be earning high opinions among our English cousins. According to Gardening Illustrated this variety is inferior both in color and stamina, and does not come up to high claims made for it when introduced to the rose loving public. Evidently the experts reporting on these new roses have not yet got acquainted with Souvenir Claudius Pernet which, according to experts on this side, is the very best yellow that has been introduced up to the present time.


**CARTER'S TESTED SEEDS AND SPRING BULBS**

All the finest quality at fair prices

1922 CATALOGUE NOW READY. SEND FOR COPY TODAY

CARTER'S TESTED SEEDS, Inc.

19 AND 20 SOUTH MARKET STREET, BOSTON, MASS.

**Free Offer of Kenilworth Grown Pansy Seed**

THE BONUS MIXTURE



I have a surplus of the four best selling varieties due to the unusually good season for growing Pansy Seed. I will give it as a bonus with all orders for Pansy Seed at the rate of 1,000 seeds for every dollar's worth of seed and with other amounts in like proportion.

THIS IS A TIP-TOP MIXTURE

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We cannot be sure of things as they are, for instance:—"Pardon me, have you read Ivanhoe." "No, these Russian novels bore me." That might have happened; but this one, I have my doots aboot:—"Old lady to boy dressed in kilts:—'Fechtin again, ye bad laddie.' 'Aye, an I'll be at him again if he says I wear a kilt just because my feet are too big to get into my troosers.'" George Edmundson, of Dreer's, used to be a great boatman, now it's a "Chevrolet." What happened to him? Did he get to be a Bolshevist? Then, there's Jim Thoirs, of Camden. He used to go fishing with me at Grassy Sound. But now, it's a "Livingston." Wants me to go riding with him. You never can tell! Big Feet! What do you know about that? I have heard about successful men getting the big head but this is the first hint that their brains run all the way down to their feet. Where is the human brain located anyhow? I have often wondered. Have you ever had lumbago in the small of the back? But Jim's a careful driver. I've already tried George. Once was enough!

And now boys Ho for the wild and woolly West! What's the matter with Kansas for a week! We ought to have a breezy time! Ask William Allen White! He is the lad to stir things up—if old Boreas goes to sleep.

The word "Gerontocracy" is not in the dictionary; but I would never think of calling a smart up-to-the-minute scientific man an "old fogy." The O. H. S. is an Amateur Society but covers all classes of people. There should be a good sprinkling of the best, as officials, from all ranks—according to their ability and usefulness.

David Rush sympathizes with my growl about meticulous and other funny words but at the same time has the nerve to resurrect an old villain. He says:

In 1853 a writer in the Florist and Horticulturist Journal was complaining that The Pennsylvania Horticultural Society had too many scientific men as officers, and also as members of its principal committees, he said:

Such a Society should not be ruled by Gerontocracy.

"Ed note:—We believe in plain English this means old Fogyism."

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## COMING GLADIOLUS SHOW

The Gladiolus Show to be held in Horticultural Hall, Boston, Saturday and Sunday promises to be one of the largest shows of the season. A great number of entries have been received, and this show always attracts many people. The annual convention of the New England Gladiolus Society will be held at the same time, which means that many delegates will be in the city from various parts of New England.

## NEW ENGLAND NOTES

Mr. J. J. Maloney, who has purchased the retail flower store of J. J. McManmon at 20 Prescott st., Lowell, is making many changes in the interior of the store. He has a well arranged and very attractive looking flower shop. He reports a good business since taking over the store, and has one distinct advantage in the fact that his flowers come largely from the McManmon greenhouse.

Roy C. Peavey and Jas. C. Thompson have opened their new store in Gloucester. It is called the Flower Shop, and is situated at 53 Main street. At the opening each visitor was presented a carnation. Mr. Peavey will be manager of the store.

Joseph D. Fitts, for many years superintendent of parks in Providence, R. I., died recently at the age of 72. He was widely known among nurserymen and landscape architects.

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**SALESMAN WANTED**—By large nursery concern. One who has had selling experience and has a knowledge of nursery stock. Good position for the right man. Box No. 12, this office.

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Wood labels for nurserymen and florists. THE BENJAMIN CHASE CO., Derry Village, N. H.

WRITE for our new wholesale list of Peonies.

FRANKLIN NURSERY
Richfield Station, Minneapolis, Minn.

### BULBS, FLOWERROOTS AND PLANTS OF ALL DESCRIPTION

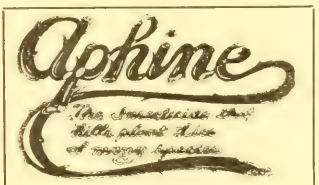
Write for prices. C. Keur & Sons, Hillegom, Holland. New York address 5625 Mosholu Ave. The trade will be visited by us in due time as usual for Fall and Spring orders. A most extensive assortment of the latest varieties of Gladioli, which never have been introduced in this country before, is on exhibition at our farms at Riverdale, N. Y., Knoxville, Tenn., and Oakville, Ont., Canada.

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We have several hundred tons, both new and second-hand, don't fail to get our prices before buying. Tate & Fisher, 258 Washington St., Boston, and West Acton, Mass. Phones: Main 8365 and West Acton 70, day or night.

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In a large Horticultural Place where all class of Plants are grown under glass as well as Evergreens, Shrubs, Trees and Herbaceous Plants outside and Landscape work is carried out. There is a vacancy for a well posted man, one with European training preferred. Apply what branch of the profession you are best posted or interested, at what salary (which would be progressive) you would start at and full particulars to "Opportunity." c/o Horticulture.




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A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

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MANUFACTURERS
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**PRICES CUT**
Tobacco Powder, $3.75, 100-lb. sack (For Fumigating and Sprinkling combined)
Tobacco Dust, $2.00, 100-lb. sack
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Special Prices in Tons and Carload Lots
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**GLASS CLOTH**
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Sample 3x9 ft., prepaid, $1.00.
Try it out now and be convinced.
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We manufacture all our
**Metal Designs, Baskets, Wire Work & Novelties**
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Decorative Glassware, Growers' and Florists' Requisites

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Manufactured by
**W. J. COWEE**
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10,000....$2.50 50,000....$11.00
Sample Free
Also manufacturer of 4 and 6 Inch Green Match Sticks, Wired and Unwired.
For Sale by Dealers

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Estab. 1765  Incorp. 1901
World's Oldest and Largest Manufacturers of
FLOWER POTS
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# GREENHOUSES

¶The business man who gets the most for his money bases his judgment of an article not only on the purchase price but on what that article will save and produce for him over a period of ten to twenty years. That is why the growers who buy a King greenhouse forget about the purchase price. They know that it is no more than the price of an ordinary house and that it will be more than offset by the low cost of maintenance and operation and by extra long life.

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¶It will pay you to get the facts about King Greenhouses before deciding on your next house.

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THE 50 x 150 FOOT HOUSE, FOR WHICH WE FURNISHED MATERIALS FOR MR. JOSEPH NEUS

# Where Joseph Neus Found We Stood When We Took A Stand

Joseph Neus lives at Blue Point, L. I., the so-called "carnation center."

In the spring of 1920, he dropped into our New York Office with a mutual friend, who was an old customer of ours.

Mr. Neus wanted a figure on the materials for an Iron Frame house 50 x 150 feet.

In comparing our figures with others, he found they were not the lowest.

But when he carefully compared our houses, and equally carefully considered our reputation for *sound practice* and *pleasant dealing*, he gave us the order.

Evidently, he found both our house and our dealings lived up to their reputation; as this year he gave us an order for materials for a 150 foot addition.

Mr. Neus has told his friends that the price he paid for his house, was the price we first asked for it. That our *first price* was also our *last one*. He seems to have felt that it was some satisfaction to know that anyone should get the material at the *same price*, but that no one could get them *for less*.

We are not out to get all business there is to be had, on a pure price basis.

For over sixty years we have found that there is always a large number of growers who like our steady, solid as a rock way of doing business, and want our houses.

What others pay for their houses, doesn't seem to be all there is to it, for them.

They have satisfied themselves that every dollar they pay us, brings back its full dollar's worth.

One of our oldest customers summed it up years ago, when he said: "I always can depend on depending on Hitchings."

If you are considering a dependable house built by a firm and for a price, you can depend on; then let's have a talk together.

You know we go anywhere for business. Or to talk business.

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# HORTICULTURE

**August 25, 1922**

Consider Evergreens for August planting.

Our large stock of conifers enables us to furnish strong vigorous plants, that will begin to repay you at once in satisfaction.

Visit our nurseries and see the stock we offer.

## The Bay State Nurseries

**W. H. WYMAN & SON**

North Abington, Mass.

Price list free

Telephone Rockland 26



## Gladioli

Wonderful improvements have been accomplished in recent years, both at home and abroad, in this glorious summer flower. Our growers are experts, and are shipping us the latest and best daily: per 100—$3, $4, $5 and $6.

## ASTERS

Now at their best, and a big feature in the market at present per 100—$1.50, $2, $3, $4 and $5

## EASTER LILIES

These are very useful all the year round and we can furnish now excellent well grown flowers at $20 per 100.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.
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## Winter-Flowering Roses

We can still supply the following varieties of Winter Flowering Roses, extra fine stock, out of 3½ inch pots: **Columbia, Premier, Mme. Butterfly, Silvia, Francis Scott Key, Pilgrim, Mme. Cecile Brunner.**

**Prices on application**

## Ferns

We wish to call particular attention to our fine stock of Ferns which we are offering at this time.

**NEPHROLEPIS Victoria** (The Victory Fern). A beautiful, crested form of **Teddy, Jr.**, nice plants, 6-in., 75c and $1.00 each; 7-in., $1.50 each.

**NEPHROLEPIS elegantissima.** Nice plants 6-in., 75c and $1.00 each; 8-in., $2.00 each.

**NEPHROLEPIS elegantissima compacta.** 3½-in., 35c and 50c each; nice plants 6-in., 75c and $1.00 each; 8-in., $2.00 each.

**NEPHROLEPIS Muscosa.** 3½-in., 35c and 50c each; 5-in., 75c each; 6-in., $1.00 each.

**NEPHROLEPIS, Dwarf Boston.** 6-in., 75c each; 8-in., $2.00 each.

**Packing added extra at cost**

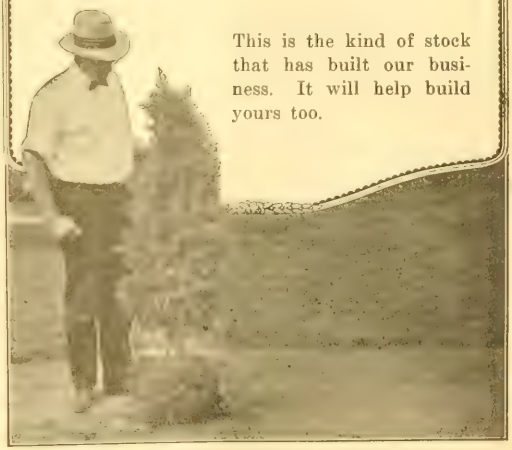
## F. R. PIERSON, Tarrytown, N.Y.

**Telephone Tarrytown 48**

WYMAN'S

## Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# *Peonies! Peonies!*

THE CREAM OF THE WORLD'S CHOICEST IS REPRESENTED IN THE FAMOUS CHERRY HILL STRAIN.

WHEN YOU BUY THEM, YOU ARE GETTING THE HIGHEST QUALITY IN HARDINESS, VIGOR OF GROWTH, FREEDOM FROM DISEASE AND FREE BLOOMING QUALITIES.

PLACE YOUR ORDERS NOW FOR IMMEDIATE SHIPMENT.

## Cherry Hill Nurseries

(T. C. Thurlow's Sons, Inc.)

NOT OPEN SUNDAYS WEST NEWBURY, MASS.


### NEW ENGLAND

James H. Clark, the well known florist of Manchester, N. H., has moved to a new location at 85 Hanover St., in the Odd Fellows' Building. The new store, which is opposite the Palace Theatre, is more centrally located than the former store, being in the heart of the business district. It is very commodious and has been attractively fitted up. Mr. Clark's opening recently was a very pleasant event.

Campbell's Florist Shop at Lawrence, Mass., was entered one night recently and the cash register opened. As no money had been left in the register, however, the thieves got nothing.

The New England Farm and Garden Association has outgrown its quarters at 4 Joy St., Boston, and it is now opening an attractive shop at 657 Boylston St. Mrs. Geo. U. Crocker is the president.

### GARDENERS' CONVENTION

#### Plans Practically Completed for the Meetings to be Held in Boston

Plans are almost completed for the Convention of the National Association of Gardeners to be held in Boston, September 12-15. On the first day there will be addresses by Mayor Curley of Boston, Commissioner A. W. Gilbert of the State Department of Agriculture, A. C. Burrage, president of the Massachusetts Horticultural Society, and Miss Marian Roby Case, of the Garden Club of America.

The second day will be given up wholly to business until evening when the banquet will be held at the Hotel Brunswick at 6.30. On the third day there will be an automobile tour of the North Shore, many prominent gardens being visited, and on the fourth day a visit to the Arnold Arboretum, the glass flowers in Cambridge and the Hunnewell gardens in Wellesley.

### BEVERLY FLOWER SHOW

There was a big exhibit of dahlias and gladioli at the Field Day of the United Shoe Athletic Association, Beverly, Mass., last Saturday. Thomas Leavitt carried off the honors for dahlias, S. B. Crombie for gladioli and Ralph W. Ward for garden flowers. Southworth Bros. had a big display of flowers and shrubs.


**Peonies and Iris**
First-class stock at reasonable rate
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**Costs You Nothing**
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It costs you nothing, because
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Send for facts and figures.
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HYBRIDS
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**Regal Lily Bulbs**
LILIUM REGALE
for Fall delivery
Large bulbs, 6-9 in., $40.00 per 100.
Large flowering bulbs, 4-6 in., $30.00 per 100.
Small flowering bulbs, 3-4 in., $20.00 per 100.
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CHARLOTTE VERMONT

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189[illegible].

**Vol. XXXVI** **AUGUST 25, 1922** **No. 4**


## THE TALK OF THE TRADE

As the growing of tuberoses is usually associated with South Carolina and Texas, it is a surprise to many people to find that they are being grown commercially in Pennsylvania, and with excellent success. Thomas Bell, at Brierdyke Flower Farm, Morrisville, Bucks Co., grows each year about 22,000 bulbs. In addition Mr. Bell is growing as many more bulbs in Delaware in an effort to learn, for a farmer in that section, whether they will grow equally well there.

It is a fact that tuberoses are very particular in regard to soil. In many places where they have been tried they are an absolute failure. Mr. Bell grows them in a rich bottom land which seems to be well adapted to their requirements. The sets are planted in May, as it is important to get them into the ground early, for otherwise they will not flower before frost. A well grown bulb will make a good flower and also three large offset bulbs which will bloom the next year. In addition it will produce a number of sets from which bulbs can be grown that will flower in three years. It will be seen, therefore, that the rate of increase is very rapid.

According to Mr. Bell it is not at all difficult to handle the bulbs successfully where the soil is suitable, provided they are kept at a proper temperature during the winter. That is one important point. If the temperature drops below 45 degrees in the storage cellar, the flower buds will be destroyed. The bulbs themselves, however, will show no sign of injury, and will make a fine growth of foliage next summer. Many people who do not understand this point are puzzled because they get no flowers.

Although the demand for tuberoses is not as great as it used to be, large quantities are still used in many parts of the country.

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The latest returns from the bulb growers show that California Freesias are going to be very short. A heavy planting was made, but the January frost damaged the crop, causing a big loss. It is understood that the crop of large sized bulbs, running up to one inch, is less than one-third of what was expected. These, of course, are the bulbs which go mostly to the private trade, being handled by jobbers. Many florists like the next sized bulbs, which run up to three quarters of an inch. There is a shortage in this line, too, although it will not be so pronounced as in the larger bulbs. The commercial florists' size, running from one-half to five-eighths inch, is in greater supply so far as dealers are concerned, but there is no surplus in California to draw upon. Some small er bulbs remain on the growers' hand and are being offered to those who are willing to experiment with them.



**Irwin Berterman**
Newly Elected President of the S. A. F.

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Much the same story comes from France as regards Paper-white Narcissi. F. Rynveld & Son, of New York City, got the first shipment in July, but the bulbs have come in very slowly ever since. It is understood that the price will be almost twice that of last year. Orders were given without any price being stipulated. There has been a feeling that the American trade would not pay any exorbitant figures, but the indications now are that all the Paper-whites offered will be taken.

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Holland sends rather pessimistic reports to swell the total. It isn't so much a case of short crop there, however, as with delay in maturing stocks. It is a serious matter, but means that the bulbs will come in several weeks later than usual. It is expected that some of the prepared hyacinths and daffodils will be shipped before the end of August.

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Bermuda is again becoming an important factor in the production of Lilium Harrisi and has a good crop this season. Prices for bulbs sold under contract are about the same as prevailed a year ago. Somewhat higher prices are expected on Lilium formosum from Japan.

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Mr. Charles Beasley, of Milton, Mass., who sells a great number of gladioli at a roadside stand, says that it is impossible to make up any list of flowers as to color or form which the public prefers. He has a large field filled with blooms of many kinds to which the visitors have access if they are not satisfied with what is offered at the booth, and he finds that tastes cover practically everything he grows. While the lighter colors are generally considered the most acceptable, there are some buyers who are exceedingly enthusiastic over the very dark kinds, and buy them freely.

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Robinhood, a giant Primulinus Hybrid, which attracted much attention at the flower show in Boston, greatly interested Mr. C. F. Fairbanks, of Lexington, and it is understood that Mr. Fairbanks bought the entire stock of Mr. Fiscer, the originator.

# USING THE TELEPHONE

## How a Providence Florist Has Come To Get Fifty Percent of His Business Over the Wire

Macnair, the Florist, of Providence, R. I., who owns two stores in that city and has been in business for many years, says that fifty per cent of the orders which he receives come over the telephone. That is the result of a campaign which he has carried on for a long time to increase his telephone business. Telephone orders have been encouraged until now the stores have two trunk lines and fifteen extensions which are kept busy practically all of the time.

Mr. Macnair was led to develop this telephone work because of the success which he had personally in getting orders through that medium. His first success was due partly to a remarkably smooth, persuasive voice which he possesses and partly to his tact and diplomacy. When he found what could be done in this direction, he set about to make the telephone one of his biggest assets. The business grew gradually but constantly. He thinks so much of it that he paid for a special conduit between his two stores, as the telephone company would not otherwise do the work.

As soon as a clerk comes into the store, he or she is drilled constantly in the use of the telephone. The clerk is told how to pitch the voice and how to modulate the tones and how to deal with special situations. It has been found that customers often have preference for a particular clerk, which is the reason the telephone connections have been extended to all parts of the store. Now, when a particular clerk is asked for, the girl at the switch board can make quick connections. For that reason, too, it is necessary for all the clerks to develop the telephone voice as far as possible.

As Mr. Macnair is a past master at the art of using the telephone, the new clerks watch him very carefully. But the older employees also instruct the newer comers in telephone manners. If a new clerk is found to be making a mistake, another clerk whispers, "Be excused for a moment," and while the customer is waiting sets the clerk right.

Mr. Macnair believs that a telephone voice should not be too suave or oily, nor yet so friendly in tone as to suggest perfect equality. The clerk is supposed to be a servant of the public but not servile. Mr. Macnair constantly deprecates any disposition on the part of the clerk to take a superior attitude. The clerk is told how to lead the customer along, but to do so in such a way that the customer does not feel he or she is being led.



Mr. Macnair of Providence Who Has Come To Be Known as the Telephone Florist.

A difficulty often encountered is catching the name of the customer. People dislike to repeat their names frequently. To be asked to do so creates a feeling of antagonism. If a clerk in Macnair's store fails to get the name the second time, he says, "Oh, excuse me; here is the regular order clerk. Let me turn you over to him." Another clerk then takes the receiver and has two more chances to get the name right, for the customer takes no offense when the second clerk asks the question.

Sometimes a little tact will make it possible to get the name. The clerk may say, for example, "I beg pardon, but is it spelled withan 'e' or an 'i'?" The chances are that the customer will then spell the name in full. Sometimes though this plan causes unexpected embarrassment, and Mr. Macnair cites an instance where a clerk who was having difficulty with a customer's name repeated the formula, "Excuse me; is it spelled with an 'e' or an 'i'?" and was aghast when the somewhat tart reply came over the phone, "With an 'i' of course—H i l l."

Clerks in the Macnair store are shown how it is possible to increase the sales of flowers that are abundant while keeping the customers away from those which are short. At the same time the clerks are told never to say that flowers of any kind cannot be supplied if there is any possibility of obtaining them anywhere. One advantage of telephone sales is that the customer cannot see what stock happens to be in the chest.

Mr. Macnair says the telephone business is a good one for a florist with plenty of capital. It ties up a lot of money, however, for his accounts average to run six months. He delays pressing for payment, but is careful to have his bills go out on the last day of the month. If necessary he begins billing three days beforehand so that there can be no slip-up in this respect. If customers show a disposition to dodge their bills, however, he goes after them with a collector.

When customers move, he gets the address if possible from the person to whom flowers were sent. When the customer learns this fact he usually pays quickly. The accounts of even total strangers are usually accepted unless the amount is very large.

As a result of his telephone business Mr. Macnair has many customers who order from him constantly and yet who seldom if ever come into the store. They have learned to buy over the telephone, but would never think of calling up any other florist establishment in the same way.

# BERTERMAN MADE PRESIDENT

## Hartford Chosen for the Next Convention of the Society of American Florists

### OFFICERS OF THE S. A. F.

**President, Irwin Berterman, Indianapolis, Ind.**

**Vice-president, Wallace R. Pierson, Cromwell, Conn.**

**Secretary, John Young, New York City.**

**Treasurer, John Hess, Omaha, Nebr.**

**Directors, Roy L. Wilcox, Montebello, Cal., Paul R. Klingsporn, Chicaco, Ill.**

Irwin Berterman was elected president of the Society of American Florists and Ornamental Horticulturists at the annual convention at Kansas City last week. His election came after a spirited contest, his opponent being C. C. Pollworth, of Milwaukee.

It was voted unanimously to hold the next convention in Hartford, Conn.

In spite of the intense heat the convention was one of the best in the history of the organization. The attendance was larger than expected, so large, in fact, that the hall was badly crowded at times. It started off with an enthusiasm which was maintained until the end, and the Kansas City florists proved the best of hosts. The decorations were unique and harmonious, including a carload of California palms and boxwoods. The trade display was reasonably complete, although the space for exhibition purposes was not entirely adequate, so that some booths had to be set up in the corridor.

The east, and particularly New England, was not very largely represented. Among those present from that section were Thomas Roland of Nahant, Morris Cohen of New York, A. T. De La Mare of New York, Miss Elizabeth Falk of Jamaica, L. I., Chas. F. Forman of New York, Theo. Fryer of Rochester, N. Y., Henry Goudy of Philadelphia, Stephen Green of Philadelphia, Robert Greenlaw of Philadelphia, Benj. Hammond of Beacon, N. Y., A. N. Henshaw of New York City, Albert M. Herr of Lancaster, Pa., W. D. Howard of Milford, Mass., Roman Irwin of New York City, J. J. Karins of Philadelphia, N. J. Kent of Batavia, N. Y., Jack Levine of New York City, Chas. Liebeck of Philadelphia, H. C. Neubrand of New York City, Chas. Niemann of New York City, C. B. Ogston of Rochester, N. Y., Maj. P. F. O'Keefe of Boston, Wallace Pierson of Cromwell, Ct., H. S. Price of Philadelphia, Paul Rigo of New York City, W. A. Rodman of Brooklyn, Julius Roehrs of Rutherford, N. J., John A. Ruppert of Philadelphia, Max Schling of New York, Anton C. Schultheis of College Point, N. Y., C. W. Scott of New York, S. S. Skidelsky of New York, Charles Smith of Providence, R. I., James



Wallace Pierson
Newly Elected Vice President of the S. A. F.

Smith of Paterson, N. J., G. E. M. Stumpp of New York, Maj. Frank Taggart of New York City, Prof. Charles L. Thayer of Amherst, Mass., B. Hammond Tracy of Wenham, Mass., Theo. Trevillian of Tarrytown, N. Y., Charles Tricker of Arlington, N. J., L. W. C. Tuthill of New York City, L. J. Warshauer of Brooklyn, N. Y., Felix Wrodhel of New York City, John Young of New York City and A. Zirkman of Philadelphia.

After a songfest which was a unique and highly enjoyable feature, the Vice-president, Samuel Murray, called the convention to order and said that the greatest minute of his life would come when he introduced Pres. S. S. Pennock.

Pres. Pennock in his well thought out address made several important suggestions. Among them an endeavor to increase sales on the different holidays, including Armistice Day. He believed that the best results would come from collective advertising in different communities. The time would soon come, he hoped, when we can have a national flower show in some city in the United States or Canada each year, handled by the National Committee.

He said that the annual publication of the society is going to be much better and more comprehensive than anything yet undertaken. It will be of great value to florists, seedsmen, nurserymen and members of the allied industries. This change was brought about on the recommendation of Mr. Thomas Roland.

Pres. Pennock had warm praise for Mr. Benj. Hammond for his work as chairman of the committee on school gardens.

Referring to the quarantine conference and the report sent out by the Federal Horticultural Board, Pres. Pennock said that in all fairness the florists were entitled to a seat on the jury, but were not so honored. On the contrary, the report of the Board made it appear that even Mr. McHutchison was not a representative of the Amer-

### A MESSAGE FROM PRESIDENT PENNOCK

Kansas City, Mo., Aug. 18, 1922.

If I did not publicly express through the trade press the appreciation for all that had been done to make the 38th Convention the success it was, I would feel that I was leaving Kansas City with my work as president unfinished, so on behalf of the S. A. F. I want to take this opportunity to thank each and every one for their valuable help, their kindness, their unfailing loyalty in making it possible to have such a wonderful convention, a convention that will go down in history as one marking progress and making for better working conditions in the Society.

All of this could not have been accomplished but for that spirit of co-operation which was displayed by every one.

To the Kansas City florists I think we particularly owe a debt of gratitude for the special arrangements they made and the way they carried them out. Not only the business part, having every detail cared for most thoroughly, but for our comforts as well, a hospitality that will ever be remembered as a bright spot in our lives.

Not only to the florists of Kansas City are we indebted, but to the city as a whole from the mayor down, including the convention bureau and the convention hall management, do we extend our very warmest appreciation and heartiest thanks.

ican florists. He quoted the report as follows:

"With respect to the florists of the country Mr. McHutchison of New York, an importer and broker, representing that he spoke for this group, etc."

Pres. Pennock said it seemed to him that the florists had been treated in an autocratic way and with but little fairness. It looks as though the department felt that the florists were a very insignificant part of horticulture.

Pres. Pennock recommended the establishment of a service bureau with a suitable appropriation to employ an expert accountant who could be consulted by the members of the society as to a simplified method of keeping their books.

The nomination for officers was made on Wednesday morning. W. R. Pierson proposed the name of C. C. Pollworth, while Philip Breitmeyer proposed that of Irwin Berterman. Mr. Pierson had no rival for vice-president.

## AMERICAN GROWN PLANTS

### Report of the Committee on the Development of American Products

Not much progress has been made so far in the growing of the plants that we have heretofore imported in commercial quantities from Europe, such as Rhododendrons, Azaleas, Boxwood, etc., according to Mr. F. R. Pierson, reporting for the American Products at the S. A. F. Convention.

Continuing his report, Mr. Pierson says: "Mr. Roy F. Wilcox, a member of our committee, representing Southern California, states that during the past few years there has been much development in the horticultural products and large investments are being made in that section. One of the largest industries that has recently been developed on the Pacific Coast is the growing of Kentia palms.

"At present there are about one and a quarter million in the course of development at Sierra Madre and Montebello and large additional investments are being made every year to prepare for a complete rotation. Six years are necessary to produce a marketable crop. Rose growing here has also taken a great lead and there are approxirately six to seven million rose plants now being grown in Los Angeles, Hemet and San Jose.

"Fruit stocks are also being grown extensively, one firm in the North alone producing about eight million. Many are grown in other localities increasing this total greatly.

"One hundred fifty thousand Azaleas are now being grown at Eureka and within a short time there will be a quantity of these available for sale. Rhododendrons are also being grown. Boxwood is being grown extensively, besides Ericas, Aspidistras, etc.

"Certain bulbs also luxuriate in Southern California, such as Freesias, Miniature Gladioli, Spanish Iris, Iris Tingitana. Tuberous Begonias and many others. California is already producing a great many valuable florists' plants and in time they will be more largely produced.

"Mr. Charles Baum reports from Tennessee that that section is producing some very fine stock in the way of Lily bulbs, Lilium Candidum, and other varieties, also Gladioli, Tulips, and Narcissus, with the exception of the tender varieties such as the Paper Whites, and they are being grown extensively further South. He understands that down in Louisiana and Texas Paper Whites are being grown and making finer bulbs than the stock imported from France. Gladioli luxuriate in this section and it would seem that a good many of the Lilies, especially the Black Stem Giganteum, can be grown successfully here.

"Some of the important varieties of Lilies, like Regale, Speciosum varieties and the Black Stem Giganteum, seem to thrive in this locality, particularly in the higher altitudes, growing very luxuriant and doing wonderfully well, and thus far promise to prove successful. Some firms are growing large stocks of the Indian Azaleas as well as the hardy varieties, such as Mollis and Japanese sorts, which promise to be commercially successful.

"In the East Hybrid Tea Roses are being more and more extensively budded and grown and the quality is as good as, if not better than, what we previously secured from abroad, and these are being grown in sufficient quantities to meet the demand. Seedling Orchids are being developed, but it will be a long time before these will be commercially available and, in the meantime, we shall suffer from the absence of collected material. Just how soon the Hybrid Orchids that are being grown will be available commercially, there is a difference of opinion.

"Azaleas are being grown, particularly some of the new Japanese varieties, which promise success eventually, but they are not in large enough supply to be an important commercial factor. Just what can be done along this line, particularly with the Indiana Azaleas, remains to be seen.

"In view of the fact that the Agricultural Department through the Federal Horticultural Board through the operation of Quarantine No. 37 deprived us suddenly of so many plants that we had learned to consider as necessities, we believe that this department should organize a constructive campaign carrying on experimental work in different parts of the country in a broad and comprehensive way, which the individual and the average business man will, or could, not attempt. As we are deprived of many valuable plants that we have heretofore imported, it certainly behooves the Agricultural Department of the country to devote its energies to the development of large horticultural interests which they should be able to do much better than the individual."

## THE CANADIAN CONVENTION

### C. J. Hay Elected President of Florists' and Gardeners' Association

At the 25th annual convention of the Canadian Florists' and Gardeners' Association the following officers were elected: President, C. J. Hay, Brockville; first vice-president, W. C. Hall, Montreal; second vice-president, S. Kirk, Georgetown; secretary-treasurer, H. J. Eddy, Montreal.

During the convention Chas. H. Totty of Madison, N. J., representing the S. A. F. and O. H., read an interesting paper.

At the retailers' session Mr. S. A. Frost demonstrated the use of cedar, hemlock and common ferns for florist work. He advocated using them in sprays or designs as they are cheap and look well. Mr. S. A. McFadden said that the use of white flowers for funerals was decreasing and flowers of all colors were taking their places. The growers are producing very few white roses, he said, as compared with a few

**IRIS AND PEONIES**

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground: **Arnols, Brooklyn, Darius, Dr. Bernice, Exquisite, Gypsy Queen, Halfdan, Helge, Ingeborg, Jacqueminot, Liabaud, Lord Salisbury, Mme. Chereau, Mithras, Mrs. H. Darwin, Nibelungen, Princess of Teck, Queen of May, Rhein Nixe, Rose Unique, Shakespeare, Sherwin Wright, Walhalla, Walneriana, Ven Geerti, Hector.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

years ago. He found that, while baskets were becoming very popular at funerals, he did not believe they would ever replace wreaths.

Mr. S. A. McFadden of Toronto was elected chairman of the Retail Section; W. C. Hall of Montreal, vice-chairman; and Mrs. Percy Waters of Toronto, secretary-treasurer.

It was voted to hold the next convention at Windsor.

## TIME EXTENDED

### Ruling on Importation of Stocks of Rhododendron, Azalea and Japanese Maple

August 11, 1922.

Washington, D. C.—The Federal Horticultural Board has investigated the availability of stocks for grafting purposes of Rhododendron ponticum and Azalea pontica seedlings, the importation of which under special permits ceased June 1, 1922, in accordance with Notice issued February 1, 1921. It appears that heavy losses have been suffered in the imported lots of these stock materials and that American seedlings are not yet available. It has been decided, therefore, to extend for one season, or until July 1, 1923, the period during which seedlings of these two plants may be imported. Special permits will be issued for plants of three years' growth or under, with the roots washed free of sand, soil or earth.

It has also been represented that a sufficient supply of seedlings of Japanese maple (**Acer palmatum**) for grafting purposes is not available in this country. This matter has been investigated by the specialists of the Department of Agriculture and upon their recommendation special permits will likewise be granted for the importation of seedlings of this maple of three years' growth or under for the period terminating July 1, 1923. The plants must have their roots washed free of sand, soil or earth.

The entry of these plants under special permit will be surrounded with the same safeguards which apply to other special permits issued under Quarantine 37.

Application for permit should be made on Form 207.

W. A. ORTON,
Acting Chairman, Federal Horticultural Board.

Gilbert Hicks, brother of the late Isaac Hicks, the well known nurseryman of Westbury, L. I., died recently at the age of 84. Mr. Hicks helped organize the famous nurseries, but retired several years ago.


# USED BY FLORISTS FOR 40 YEARS

**Gold Medal Awarded for Good Service at Panama Pacific Exposition 1915**



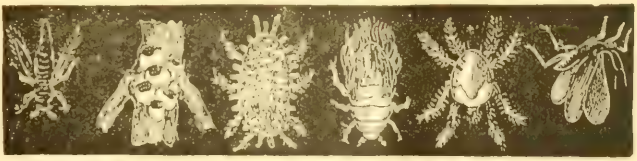

FOR GARDENERS USE
DUSTER IS IN THE KEG
**FOR SOW BUGS, Etc.**







**HAMMOND'S THRIPJUICE, a Contact Insecticide**



Diluted One Part to 40 for Average Use




**USED FROM OCEAN TO OCEAN**

**SOLD BY SEEDSMEN AND SUPPLY DEALERS**

# HAMMOND'S PAINT AND SLUG SHOT WORKS

**BEACON, N. Y.**

—HORTICULTURE—
Established by William J. Stewart In 1904

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**S. A. F. Membership** The members of the S. A. F. at the convention in Kansas City were much heartened at the excellent report given by Secy. John Young, and particularly at what he had to say about the increase in membership. Although not as large as in 1921 when a special membership drive was made, the increase for 1922 has been very satisfactory. The report showed that 393 new annual members and 16 life members have been taken in. This gives a total membership of 4022, of which 1579 are life members. It is evident that the fine old organization is maintaining its supremacy without difficulty, and that as the mother of many other societies it is looked upon with honor and respect.

**Business Costs** There's food for much thought in the recommendation of a standard system of accounting for the florists as made by H. T. Spangler, a public accountant, at the Kansas City convention. After Mr. Spangler had asked the florists if they knew how much it cost to grow their flowers, how many blooms were averaged to the plant, and how the cost of production per plant compared with last year, he then explained the vital necessity of having these facts at one's command. He showed that without such information it is impossible to tell where the leaks are, and so stop them. There are many things, such as hail storms, freezes, poor markets and the like, over which the florist has little control, but there are other items which can be controlled, and they include the operating losses.

As Mr. Spangler points out, many growers are consoled if they make a net profit on all things produced, without much effort to find out where this profit might have been larger. It is a fact, as he stated, that many florists count their own time worth less than they pay a helper. Business isn't worth carrying on and worrying about unless it will pay something more than a day's wage.

The moral of all this is that the florist must keep books and keep them accurately if he is going to know where he stands financially. As Mr. Spangler stated, it may some time become necessary to borrow money from a bank, and this is made much easier if an accurate statement of the conditions can be drawn off the books promptly. The same is true if a business is to be sold. Often a very much larger sum can be obtained if bookkeeping has been accurate and tells the whole story.

Said Mr. Spangler: "Every transaction should be recorded, including all exchange of value such as cash for tools, or any other expenses. Well planned books of account today are greaty influenced by income tax laws. It is just as easy and much cheaper to make a correct return and not a guess one. This is made possible by keeping correct books of account."

Mr. Spangler was quite right in saying that some of the peculiar problems of the florist business need further attention so that the florist himself will know just how to act. The item of a reserve for depreciation on greenhouses and other equipment is an example of this. It is known that many greenhouses depreciate rapidly and some sort of a basis by which this depreciation can be reckoned should be forthcoming. The importance of this matter is realized when one considers that it may have a material effect upon the florist's income tax.

**Educating Florists** It was interesting to have an announcement from the Pennsylvania State College announcing important courses for florists at the same time Mr. Thomas Roland was making his report on the education and training of young men for floriculture at the Kansas City Convention. Mr. Roland said: "In general affairs it has been found that a far greater proportion of college men succeed than of non-college men, and I believe in time this will be equally true of men who have had the advantage of a floricultural college."

In the past there has been a complaint that the more education a young man had the less willing he was to learn the florist business in a practical way. There is less cause for this complaint now than formerly. Mr. Roland advised young men leaving college to take a position where a general collection of plants and flowers are grown and to strive for a general experience, which gives him a wide knowledge and relieves him of much monotonous work. We believe that Mr. Roland is right in saying that even though a man might become a rose or a carnation specialist, he was better off by having a broad general experience.

As in all of his addresses, Mr. Roland made a plea for a broad vision on the part of young florists. He pointed out that, besides the financial results which might be expected from floriculture properly carried on, the business offers unusual opportunities for service to one's fellow men, a fact becoming more important as men see that service is all of life.

**Standardized Names** Delegates to the Kansas City Convention were pleased to have Mr. J. Horace McFarland report that the manuscript for the official catalogue of standardized plant names would be ready for publication at an early date. This great work will undoubtedly be the standard buying and quoting authority for half a dozen years or more. As Mr. McFarland pointed out, it is a practical work showing the accepted scientific name as well as the accepted common name, and presenting accurate lists of all the roses, dahlias, gladioli, iris, peonies, sweet peas and other items. The book will be easy to read because the accepted names are given a separate type showing, making them stick out above the others.

Mr. McFarland reported a hearty co-operation with nearly all of the different horticultural societies and the seed trade, saying that a cold shoulder was shown it by only one organization, the American Carnation Society. We believe that this failure of the Carnation Society to co-operate must have been due to some misunderstanding.

The new book will be needed in the office of every florist and every plant grower. Its publication has been largely a labor of love, and has represented remarkable devotion, with a total disregard of their own interests, on the part of Mr. Harlan P. Kelsey, the nurseryman of Salem, Mass., Frederick Law Olmstead and Frederick V. Coville.

**POINSETTIAS**

2¼-inch pots, $10 per 100, $90 per 1000.

**BEGONIA Cincinnati**

3-inch pots, $45 per 100.

**STRONG STOCK, READY NOW!**

**A. N. PIERSON, Inc., Cromwell, Connecticut**

### TRAINING GARDENERS

At Hillcrest Gardens we are much interested in the plans of the Massachusetts Agricultural College and the National Association of Gardeners for teaching boys or young men to garden, as we do a little along those lines at Hillcrest. In reading the prospective plans we were interested because we felt that some of our boys might later have the advantage of this further education.

In America we do not yet seem able to start the skilled gardener in the third generation before he was born, as has been so much done in France and other foreign countries. But the most promising prospective gardener we now have at Hillcrest—and we have some good lads among our boys—is aged four, or, as he says, five in October.

Our reason for thinking that this little chap will be worth training is the joy he takes in the work. When our new shrubs were set out in the spring his great delight was to go through the garden with me to see if the buds had broken through the bark and they had started. It was a wise old man who said, "Train up a child in the way he shall go," and I am inclined to think that the day after this boy sets out a plant or a shrub he will be interested to see whether it has started, and not leave it all to chance. I have sometimes wondered whether the day would ever come in America when gardeners would realize that plants are like children needing to be nursed. So many times they are treated as if all that was required was to put them in the ground. But little Jack is already watching them from day to day to see if they are starting to grow.

The other morning Jack was busy helping to plant a bed of bearded iris, as we had noticed that the iris growing in our wild garden had a finer texture to their blossom than those in the flower-garden, so were experimenting by planting our iris and placing stones over their roots. Jack was working like a man, rolling the stones which were too heavy for him to lift into their place in the bed. While he was at work Mr. Dooley, Mr. O'Brien and some of the other supervisors of the school garden work came to see what we are doing at Hillcrest. They were being shown over the place by one of the older boys. I asked Jack to tell Mr. Dooley why he was putting the stones over the roots of the iris. Jack said: "To keep the dampness in." Then I said to Jack: "Why do we cut off half the flags of the iris?" Jack was quick with his answer, "To make the roots grow."

In America it is hard to tell where the boys will go. Jack with great delight told me the other day, when he saw my footprints in the soft earth, that he was walking in my footsteps. May they lead him into a lifelong love of gardening. As he left the bed where he had helped to plant the iris he was asking for another job.

M. R. CASE.

Hillcrest Gardens, Weston,
July 28, 1922.

### NEW RESTRICTION

August 9, 1922.

Washington, D. C.—Item 3 of Regulation 3 of the Rules and Regulations Supplemental to Quarantine 37 provides for the entry under permit of Rose stocks for propagation, including Manetti, Multiflora, Brier Rose and Rosa rugosa.

Since the entry of such material always carries the risk of permitting the introduction of dangerous insect pests and plant diseases, such material will hereafter be restricted to the smallest sizes possible, namely, 1-2-year old plants not over 18 inches in length. Stems on which to bud Standard Roses will not be permitted entry under the provisions of this regulation.

W. A. ORTON,
Acting Chairman of Board.

### BOSTON

Thomas Bell, a large grower of tuberoses, gladioli, dahlias and roses, with an establishment at Morrisville, Pa., recently spent a few days in Boston, en route to Nova Scotia on a vacation trip. Mrs. Bell accompanied him.

Mr. J. A. Kemp, of Little Silver, N. J., and Mrs. M. B. Hawkes, of Bennington, Vt., were guests of Mr Benjamin R. Norley, of Roslindale, during the gladiolus show. In company with Mr. Norley, Mr. Kemp visited the establishment of Mr. Beasley, of Milton, and the farms of other well known growers around Boston.



# THE GLADIOLUS

## THE NATIONAL SHOW

### Remarkable Display of Seedlings Seen at Kalamazoo

Kalamazoo, Mich., had a warm welcome for the visitors attending the National Gladiolus Show held there last week. Both the Club of Little Gardens and the Chamber of Commerce aided greatly in making the affair a success. According to Pres. Hinckle the display of "glads" was the best the society had ever made in its thirteen years' existence.

The outstanding feature of the show was the exhibition of seedlings, which included many very fine specimens. The Vaughan Seed Co., of Chicago, put up a remarkably fine display along this line. The flowers were in superb condition and aroused much admiration. Vaughan's White seedling, a very large white gladiolus with much substance, was without question the finest white gladiolus in the show. This variety should prove exceedingly popular among florists.

As was expected, Mr. A. E. Kunderd made a very large exhibit, including a great number of seedlings. Unfortunately he had been obliged to contend with six weeks of very dry weather so that his flowers were not quite as good as would otherwise have been the case; but he received a silver cup and two silver medals. He was given the first prize for a pink seedling. Mr. Kunderd was also awarded first prize, the Mitchell cup, for having developed more varieties than any other individual in the world.

The Wing Seed Co. had a splendid exhibition of seedlings, including several kinds which are sure to be widely grown. The big feature, though, was the display of P. Vos & Son, Grand Rapids, who were given the president's cup for display. This exhibit was arranged on the stage and the steps leading to it. Colored draperies were used very effectively back of the flowers, and the whole arrangement was most artistic.

Mrs. M. B. Hawkes, of Bennington, Vt., was one of the few exhibitors from the east to have her flowers arrive in good condition. She made an excellent showing. Both Dr. F. E. Bennett, of St. Thomas, Canada, and Madison Cooper, of Calcium, N. Y., put up good displays.

The United Bulb Co. received the Rotarian's silver cup.

Among the flowers at the show attracting great attention was the red variety Illuminator. This variety was given a first certificate of merit. Dr. Bennett had several spikes in his display which stood up better than any other flower in the show. Blooms which were cut on Monday showed only one flower gone on Friday.

Among those present from distant sections were Mr. David Tyndall of Brockton, Mass., the secretary; Dr. Irving Moody, of Brockton; Dr. F. E. Bennett of St. Thomas, Canada; Mr. A. E. Kundred of Goshen, Ind.; John Prouty of Baldwinsville, N. Y.; Madison C. Cooper, of Calcium, N. Y.; Mr. A. L. Vaughan of Chicago; Mrs. M. B. Hawkes of Bennington, Vt.

During the show a luncheon was served at the noted peony farm of Dr. Upjohn, and a reception was given for Mrs. Francis King, of Alma, Mich., who was a guest during the show. The local committee handling the exhibit were Kalamazoo members of the Club of Little Gardens, the General Committee being Allan C. Frink, Mrs. Alexander Clark and Prof. W. E. Praeger.

Invitations for next year's show were received from Rochester, Buffalo, Chicago and New York City. The selection of the convention city will be made by the Executive Committee.



Packing Gladiolus Spikes for Market at Farm of Jelle Roos

## BOSTON GLADIOLUS SHOW

### A Large Exhibit With Flowers of Exceptionally Good Quality

It is seldom that better gladioli have been seen than those exhibited at the combined show of the New England Gladiolus Society and the Massachusetts Horticultural Society in Boston last week. The exhibit was very large and very complete. A particularly satisfactory feature of the show was found in the large number of individual growers making entries. Probably the most conspicuous exhibit was that of A. L. Stephen, of Waban, Mass., an amateur, but a very skilful grower. It was arranged by Mr. James Wheeler in his usual artistic manner.

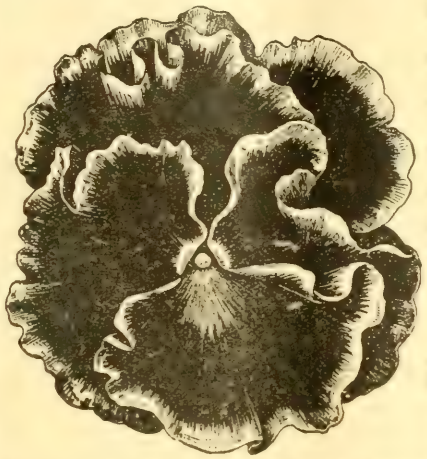
Mr. L. D. Towle had an unusual arrangement of gladioli in the form of a pillar with ferns at the bottom. Mr. Thomas Cogger, of Melrose, had a basket of American Beauty which aroused as much comment as anything in the show, and was given a silver medal. American Beauty has the color of the rose bearing that name, with a creamy yellow throat, and opens five or six flowers at a time. Mr. Cogger also featured Mrs. L. S. McLeod.

Mr. Charles Fairbanks, of Lexington, featured Kunderd varieties, of which he has a great number.

Several growers in the vicinity of Boston are great admirers of the productions of J. A. Kemp, of Little Silver, N. J., and featured them in their exhibits. Mr. Kemp also had an exhibit of his own which included his splendid varieties White Wonder and Pink Wonder.

A splendid basket of Schwaben was shown by James Wheeler, of Natick, Mass., and such varieties as Le Marechal Foch, Mrs. Dr. Norton, Europa, Mrs. Pendleton and Alice Tiplady were splendidly done. Gold Measure was

# The KENILWORTH Giant Pansy Seed



No.
28. **GIANT MASTERPIECE.** A remarkable type, the curled wavy petals giving the flower a double appearance; large flowers of great substance on long, strong stems. Trade pkt., 45c; 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.80; 1 oz., $7.50; 4 oz. $27.00.

30. **GIANT THREE AND FIVE BLOTCHED.** The petals being distinctly marked with three or five large, dark blotches. Trade pkt., 40c; 1-8 oz., 90c; ¼ oz., $1.65; ½ oz., $3.10; 1 oz., $6.00; 4 oz., $21.50.

32. **GIANT PARISIAN.** The flowers are of enormous size and beautifully marked, mostly five dark blotches on white and yellow ground on unusually shows mixture. Trade pkt., 40c; 1-8 oz., 90c; ¼ oz., $1.65; ½ oz., $3.10; 1 oz., $6.00; 4 oz., $21.50.

34. **GIANT BRONZE.** A fine mixture of all shades of velvety brown bronze, Havana brown, mahogany and copper shades. Trade pkt., 40c; 1-8 oz., 90c; ¼ oz., $1.65; ½ oz., $3.10; 1 oz., $6.00; 4 oz., $21.50.

36. **TRIUMPH OF GIANT.** The plants are of a robust growth and form compact bushes of a round shape. Trade pkt., 40c; 1-8 oz., 90c; ¼ oz., $1.65; ½ oz., $3.10; 1 oz., $6.00; 4 oz., $21.50.

40. **GIANT BATH'S EMPRESS.** The finest of fancy English Pansies. Trade pkt., 45c; 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.80; 1 oz., $7.50.

50. **ORCHID-FLOWERED, Mixed.** A dwarf, free bloomer, with a range of delicate colors that do not exist in any other Pansies; a remarkable combination of light rose, shell pink, blush mauve, fawn, light brown, orange and chamois. Trade pkt., 35c; 1-8 oz., 75c; ¼ oz., $1.35; ½ oz., $2.60; 1 oz., $5.00; 4 oz., $18.00.

## New Early Flowering Giant Pansies

They are three to four weeks earlier than other Pansies, in cold frames or field they have four or five large blossoms, when other Pansies planted at the same time are only showing bud. The richly colored, large well formed flowers on long, stiff stems, are very fragrant

**TRY SOME AND YOU WILL BE SATISFIED**

1. **Jove.** Lower petals violet, upper one light blue.
5. **Mars.** Cornflower blue
6. **North Pole.** Pure snow white
7. **Woden.** Quite black
8. **Helios.** Pure yellow

10. **KENILWORTH GIANT EXHIBITION** is the very finest complete mixture ever sent out. Seed carefully saved only from marked plants of the best varieties with the largest and best shaped flowers and richest coloring. It is impossible to convey an adequate idea of the delightful variations in color and markings of this unrivaled mixture. Trade pkt 60c 1-8 oz $1.35 ¼ oz $2.50 ½ oz $5.00 1 oz., $10.00 4 oz $35.00

12. **KENILWORTH GIANT PRIZE.** The enormous flowers are of perfect form and of great substance. Petals overlapped and undulating. The rich coloring and markings are widely varied some flowers being almost self colored. Trade pkt 60c 1-8 oz., $1.35 ¼ oz $2.60 ½ oz., $5.00 1 oz., $10.00 4 oz., $35.00

19. **TRIMARDEAU GIANT PANSY,** improved, it is far superior to the ordinary run of Trimardeau that is sold. It is a very showy class of vigorous compact growth. Flowers of enormous size in all the self colors, blotched, striped margined, etc. Trade pkt 35c 1-8 oz., 75c ¼ oz $1.35 ½ oz., $2.60 1 oz $5.00 4 oz., $18.00

20. **PRINCESS, the New Upright Pansy.** This strain is entirely distinct from all others. It is absolutely compact, upright growing. The flowers are mostly blotched and frilled like the Masterpiece of good form and heavy velvety texture and heavy stems carried well above the foliage. Attractive by its brilliancy of its colors. Trade pkt. 40c 1-8 oz 90c ¼ oz., $1.65 ½ oz $3.10 1 oz., $6.00

22. **GIANT KENILWORTH STRAIN.** The flowers are of perfect form and of large size, many of the finest flowers are 3 inch. It is a striking collection of beautiful colors and markings rich with shades of red, brown, bronze mahogany and many others too numerous to mention. Light medium or dark mixed. Trade pkt., 40c 1-8 oz., 90c ¼ oz., $1.65 ½ oz $3.10 1 oz $6.00 4 oz $21.50

24. **GIANT KENILWORTH SHOW** is undoubtedly the largest flowered Pansy in the world the immense flowers are of circular form A beautiful collection of colors and markings. Trade pkt 45c 1-8 oz., $1.10 ¼ oz $2.00 ½ oz $3.80 1 oz., $7.50 4 oz., $27.00

26. **GIANT KENILWORTH CUT FLOWER MIXTURE.** Is a distinct class by itself far surpassing all other strains as a cut flower for inside or outside growing the large flowers are carried erect above the foliage on heavy stems 6 or 7 inches long in the most graceful manner, and stand the hot, dry weather well. Trade pkt 15 1-8 oz., $1.10; ¼ oz., $2.00; ½ oz., $3.80; 1 oz., $7.50; 4 oz., $27.00.

14. **Winter Sun.** Golden yellow, with dark eye
15. **Ice King.** Silvery white, with dark blue eyes
16. **Celestial Queen.** Light or sky blue.
17. **Charm of March.** Dark velvety blue.
18. **Mixed.** The above nine colors

Trade pkt. 35c 1-8 oz., 75c. ¼ oz., $1.35. ½ oz., $2.60, 1 oz., $5.00.

**GIANT PANSY SEED**

**In Separate Colors**

Trade pkt., 35c 1-8 oz., 75c. ¼ oz., $1.35 ½ oz., $2.60; 1 oz. $5.00

38. **Mme. Perrett.** Red and wine shades
42. **Adonis.** Light blue, dark center.
44. **Black.** Almost coal black
48. **Lord Beaconsfield.** Purple shaded white
50. **Goliath.** Large, curled yellow, blotched
54. **Pres. Carnot.** White, five blue blotches
56. **Light Blue Shades.**
58. **Indigo Blue.** Deep velvety blue
60. **Hortensia-Red.** Light rose
62. **Prince Henry.** Dark blue
63. **Ruby King.** Superb crimson and red
64. **Snow Queen.** Beautiful satiny white
66. **Almond Blossom.** Delicate rose
68. **Andromeda.** Curled apple blossom.
72. **Orchid Flowered Mammoth.**
74. **Sunlight.** Yellow, with brown blotches
78. **Baldesmald.**
80. **Purple.** Large, rich deep color
82. **Giant Peacock.** Rich ultramarine blue
84. **Mercury.** New. A deep blackish purple
88. **Emp. Franz Joseph.** White, blotched blue
90. **Vulcan.** Dark red, with five blotches.
92. **Victoria.** Blood red, violet blotches.
98. **Psyche.** Curled white, with five blotches
100. **Yellow.** With dark blotch
102. **Yellow.** Large golden yellow.
104. **White.** With violet blotch
106. **White.** Large satiny white
108. **Emp. William.** Ultramarine blue
110. The preceding 22 colors mixed

## Free Offer of Kenilworth Grown Pansy Seed

### THE BONUS MIXTURE

**I have a surplus of the four best selling varieties due to the unusually good season for growing Pansy Seed. I will give it as a bonus with all orders for Pansy Seed at the rate of 1,000 seeds for every dollar's worth of seed and with other amounts in the like proportion.**

### THIS IS A TIP-TOP MIXTURE

**and is sure to please YOU. THIS OFFER HOLDS GOOD AS LONG AS I HAVE A SURPLUS OF THE ABOVE VARIETIES.**

**Chas. Frost**
**35 Cross St.**
**Kenilworth N.J.**


inferior to flowers grown last year.

Henry R. Comley, of Park St., Boston, was the only florist to exhibit and had some handsome baskets of yellow flowers arranged with oak leaves..

Mr. Fairbanks received the New England Society's silver medal for the best collection of Primulinus Hybrids. He also won first for both fifty and thirty-five Kunderd varieties,

Mr. Stephen won the Society's silver medal for one spike, best seedling. This was a splendid orange salmon flower. Mr. Stephen also won a silver medal from the Massachusetts Horticultural Society for a display of a collection of not less than fifty named varieties. Some excellent dahlias were shown, including several seedlings of great promise from Mr. Fred Fisher. One variety which attracted much attention was called Hav-a-look Gem.

Seth A. Borden, of Fall River, made a beautiful showing of Gloxinias.

A special feature of the show was a display of hardy perennials in the upper hall. The Bay State Nurseries, of North Abington, Mass., which has not been showing recently, put up a magnificent display with seventy-five varieties of hardy flowers and over

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fifty varieties of perennial Phlox. It was one of the most complete and satisfactory displays of the kind ever seen in the hall. The Bay State Nurseries were awarded a silver medal and the first prize on the general display of Phloxes.

The Cherry Hill Nurseries, of West Newbury, Mass., also made an excellent exhibit of Phloxes, containing a number of kinds which aroused much interest.

The show was so good that it was continued through Monday, instead of closing on Sunday night as was originally planned.

## MANSFIELD GLADIOLUS SHOW

The Mansfield (Mass.) Gladiolus Association held its fourth annual show last week, and scored another distinct success. There are few cities or towns in the country which could make such an elaborate exhibit, and the show has become so well known that visitors were present from other places.

The most conspicuous feature was the display of the Saunders Garden at No. Scituate, R. I., owned by Dr. B. M. Latham, of Mansfield. This display occupied the entire stage. It consisted of a huge background made of oak leaves against which were arranged the letters making up the words "Saunders Gardens." These letters were composed of flowers of the gladiolus Pearl, a charming pink variety. The manner in which this work was done revealed the possibilities of gladioli in the making up of florists' pieces, and was a reveleation to many of the visitors. Six hundred spikes were required to complete the words.

Although not entering his flowers for competition, Mr. A. L. Stephen, of Waban, put up a fine exhibit. Other exhibitors were Frank O. Shepardson, William S Harris, Elmer Smith of Myricks, E. N. Fischer of Jamaica Plain, Clark M. Brown of Ashland, John Zeestraten of East Bridgewater, William E. Clark of Sharon, Massasoit Gardens of North Attleboro, Willis E. Chase, Fred S. Reed, B. R. Stevens, Jane Bushnell, Mrs. A. Z. Mayo of Canton, Albert L. Lehan, Frank Steadman, Frank R. Sawyer.

The judges were A L. Stephen, Thomas Proctor of Wrentham, and Clark W. Brown of Ashland.

Besides gladioli some very good dahlias were shown, the largest collection coming from Carver & Sampson of Brockton, who had thirty-five different varieties. This is the first time that this firm, which is growing dahlias on two locations in Brockton, has exhibited at Mansfield. Mr. Zeestraten, who is famous for his gladioli, is also growing dahlias and made an excellent display.

The prize for the best glad collection went to William S. Harris, who was awarded the medal of the New England Gladiolus Society. A cut glass vase offered by the Mansfield Gladiolus Association for the best ten vases of ten varieties went to Albert L. Lehan.

## HAS THIRTY-EIGHT ACRES

### Jelle Roos Now One of the Biggest Gladiolus Growers

The ten acres of additional land planted to gladioli by Jelle Roos of Concord, Mass., this season, has made him one of the biggest growers in the East. Mr. Roos now has thirty-eight acres of glads under cultivation. This means a very large number of bulbs, for Mr. Roos plants thickly. While formerly he was careful to space everything except the small bulblets, in triple rows, he now scatters the bulbs in the rows, even in the case of the larger sizes. He says that the scarcity of competent help makes it necessary for him to follow this practice. He makes an effort, however, to have the larger bulbs planted fairly deep, getting them about five inches underground. Mr. Roos has just been calculating the number of bulbs handled last year. He finds that he sold more Halleys than any other kind, putting out 800,000 of these bulbs. He says he could have sold more if he could have had them, which indicates that the popularity of Halley has not begun to wane. America and Mrs. Francis King came next in the number sold.

Mr. Roos chose well when he selected his present farm in Concord. The loose sandy soil, free from stones, is admirably adapted for growing gladioli. It is heavily fertilized, as Mr. Roos keeps a dairy herd of eighteen cows, largely for the purpose of supplying manure, although of course he sells milk, too.

Cultivation is started before the bulbs are up in the spring, and continues throughout the season. Two men with horses are kept at this work almost all the time. It is Mr. Roos' practice to go through the fields two or three times with a cultivator which hills up the soil along the row, thus covering the weeds close to the plants, and then going through with a weeder which levels the ground again. In this case practically all hand word is done away with.

As soon as flowers begin to show, topping is begun, except in the case

of the spikes which are to be marketed. Mr. Roos considers topping of great value in order to increase the size of the bulbs. The work is done with a knife, taking off the flower stalks just above the leaves. It is done as fast as the flowers begin to show color, so that they can be identified. They are not cut, however, until identification is possible, because otherwise rogueing could not be done effectively. By this practice it is an easy matter to rogue out any varieties which are out of place. Tall stakes are driven into the ground to mark the end of the variety rows.

During the winter months the bulbs are sorted by means of a machine. There are very few growers in the country who have such a machine, and if I am not mistaken all the others are operated by hand power. The machine in Mr. Roos's storage cellar runs by electricity. Mr. Roos also has an exclusive attachment for eliminating the chaff. It consists of a blower which removes all the dirt, carrying it through a tunnel to the open air. The sorter and the blower save a great amount of manual labor.

Mr. Roos, like most growers, formerly used storage trays with slatted bottoms. This year he is making over all these trays to a solid bottom.

While Mr. Roos sells a considerable number of blooms, he does not place great emphasis on this end of the business in seasons like this when the prices run very low. In the past he has shipped flowers to New York, but the market there has been glutted to such an extent this year that he has greatly reduced his shipments. When sending spikes to New York he cuts them the moment color shows. This work is done in the morning, and the stems remain in water until 4 o'clock, when they are placed in their boxes for shipment. The spikes are made up into small bundles tied at the base of the stems with string. Flowers for the Boston market are sent in by truck and are kept in pails of water until they reach the city.

In spite of the great expansion which has come to the gladiolus business Mr. Roos believes that it will continue to grow. There are thousands of people, he said, who have not yet become familiar with the gladiolus at all, and as soon as they get acquainted with the flowers they want to grow them.

---

The New England Landscape and Tree Preservation Co., Inc., of New Bedford, Mass., has filed a petition in bankruptcy, with liabilities of $8,726.84.


# SWEET PEA SEED

During the past season we have made a special study of Sweet Peas and have selected varieties best for the commercial grower that the market affords, and we have every reason to believe that our seed is as true to name, color and type as any offered.

**WHITES**

**Early Sankey, Bridal Veil, White Orchid, Venus, Mrs. Spanolin,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Snowstorm,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**PINKS**

**Early Helen Lewis, Rising Sun, Miss Louise Gude, Mrs. Skaach, Miss Fabing, Loveliness, Daybreak, Yarrawa, Hercules, Enchantress, Rosebud, Splendor,** oz. 75c; ¼ lb., $2.50; lb., $8.50.

**Early Gem, Sunburst, Rose Queen, Empress, Pink Beauty,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**SALMON and ORANGE**

**Glitters, Dazzler, Orange Beauty,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**CERISE and CRIMSON**

**Cherry Ripe, Early King,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Fire King, Illumination,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**BLUE and LAVENDER**

**Lavender King, Wedgewood Blue, Blue Bird,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Columbia,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**Also some choice novelties; such as MRS. HERR and WHITE STAR at $2.50 an oz.; MRS. HARDING at $3.00; and the big and wonderful winter flowering cerise or pink, CHEERFUL, at $5.00 oz.**

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## FAVORS QUARANTINE 37.

### Theodore F. Borst Says Such Protection Needed

Mr. Theodore F. Borst, of Little Tree Farms, Framingham, Mass., has given public expression of his opinion in regard to Quarantine 37 as follows:

"Every real grower knows the danger of foreign pests and will fight for such protection as Quarantine 37 gives.

"A foreign pest is not only far more difficult to counteract than a native trouble, on account of the absence of natural enemies, but the very name of a foreign pest acts as a tremendous deterrent to business. People are so afraid of these things that the public is panic stricken and more interstate quarantines result.

"Let me say that because there was not a quarantine like 37 some years ago a foreign disease was imported, and we have personally sustained losses amounting to thousands of dollars from a curtailment of our markets owing to interstate quarantines. The losses in New Jersey were also particularly heavy.

"Every genuine grower wants neither the danger to his own crops nor the market curtailment due to a quarantine between states. The struggle in Washington, if one comes, will be very clearly lined up with the growers on one side; and on the other those who do not grow any crops, but sell only.

"The members of the American Propagators' Association will certainly fight to the limit should there be any question of not continuing this protection. But we have entire confidence that the United States Government will not interfere with the more favorable situation which has resulted from the operation of Quarantine 37."

---

A. T. Boddington, well known in the seed trade, has become manager of Chas. Schwabe & Co.'s seed department, New York City.

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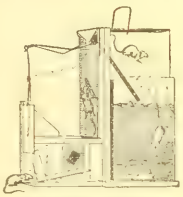
Before you buy any NATIVE **Azaleas, Ilex, Oxydendrum, Vacciniums, Viburnums, Zanthorrhiza, Abies, Kalamis, Leiophyllums, Leucothoe, Andromedas, Rhododendrons, Thuyas, Hemlocks, Galax, Shortia Ferns, Orchids, Dicentras, Liliums, Trilliums, Iris, Golden Seal, Ginseng, Polygonatums, Sanguinaria, Violets** and hundreds of others, get my prices. Send complete list of your needs in my line and lowest prices will be promptly quoted, consistent with the very best material and service. Sixty carloads furnished the trade last season (mostly Broad-Leaved Evergreens) with complete satisfaction.

It will be to your advantage to send for price lists and get acquainted with my organization for quality and quantity. Your correspondence is solicited and all orders will be handled to your entire satisfaction. Ask about unusual Decorative Evergreens. Rare and beautiful.

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# George Watson's Corner

"You in your small corner and me in mine."

Now that the boys are all getting back from their vacations they look happier and more contented with their jobs. It takes a day or two to get into the hang of things but after that the hum and pep, once more! We Americans cerainly do love work and hustle. Of course a vacation is all right and we've got to have it but after it's over—Bing! Boys come on, get busy here, now we've got to get this thing running right. Put some life into it.

J. Horace MacFarland certainly has the gift of saying things in crisp and understandable language. His digest before the S. A. F. on the standardizing of plant names is a gem, and conveys a lot of sound sense in words that bear the thrill Jeffersonian—in addition to being of great advantage to the advancement of horticulture in a field which greatly needs clearing.

The allied committee on quarantine, representing the principal horticultural societies of the country, are wide awake to the work of the Federal Board in Washington and come out strongly against Bulletin 152. This committee has been at work for over two years, and is a powerful agency for good.

If you want to hear something in the John Boyle O'Reilly line just ask Tom Hogan what he thinks of a new song. We handed him one recently entitled, "Pennsylvania," words by a well known poet, music said to be an old Scotch air. Tom took it home and went over it on the piano with the madame. Next day he reported: Why, George, that song can't be sung except by somebody who can't sing. It would take a cornet to do some of it. We trust he did not refer to us as the singer, nor to Stuart Leake, nor John Burton. There is often a bit of sarcasm hidden in these Irish bulls.

Hosta subcordata grandiflora, as Bailey puts it, or as it is more commonly known, Funkia subcordata grandiflora, is an excellent hardy perennial for garden or grounds, and its lovely, pure white, lily-like flowers with their delicate orange fragrance are really delightful. But as a commercial cut flower for dollars and cents we fear it will hardly pay expressage. The trouble is, only one or two flowers open on the round head of 6 to 10 at one time; each one lasts one day, the oldest showing its drooping the next morning and very conspicuously so. So that, while the gladiolus has the same proposition, it has the big advantage of having a spike, instead of a head, and the vanishing flower is not noticed. Some nice lots of the Hosta have appeared on the market this August and we all appreciate them but there seems to be few buyers.

The Commodore writes from Waretown, August 16th, that himself and the madame are well and enjoying their summer sojourn among the sea breezes of Barnegat Bay. He has not done much fishing so far, as he has been too busy on other jobs. What the other jobs are, is left to imagination. Mending plows, digging ditches, most likely; and a little iron moulding, tinsmithing, and tailoring, thrown in, as a pathological conservative. He sends his kindest regards to all his old friends and regrets he was too busy to go out and meet them all at Kansas City.

P. Joseph Lynch of Indiana with his good lady and their two happy boys passed through on the 16th on their way from Canada to West Grove. Mark, the eldest boy, had a chance to sniff the atmosphere of Dorner's, sit on a stool and chat with the head waiter. It seemed to please him much more than the jokes passing between his daddy and yours truly.

Antoine Leuthy of Boston was another recent visitor. He came partly on business, partly for a change of air. Has been under the weather lately, and had to stay home while the madame and family went on their European trip, which he had fondly hoped to enjoy as one of the party.

Stuart C. Leake of Richmond, Va., also gave us a call. If we were a profane person and of cockney dialect we would be liable to say we were 'L on 'L's this week. Lynch, Leuthy and Leake, all in a bunch! Other visitors included Wm. N. Jennings, superintendent of Parks, Charleston, S. C., accompanied by his son, en route for Boston; Mr. and Mrs. Charles Patterson, Baltimore, Md.; E. Sutton, Greensboro, N. C.


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|---|---|---|
| Bright Red | $1 75 | $14.00 |
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| Perle of Zehlendorf, Salmon pink | 2.00 | 16.50 |
| Pure White | 1 75 | 14.00 |
| Rose of Marienthal, Bright pink | 1 75 | 14.00 |
| White with Carmine Eye | 1 75 | 14.00 |
| Mixed Colors | 1.50 | 12.50 |

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| Monstrosa, white | .50 | 3.50 |
| Monstrosa, mixed | .50 | 3.25 |
| Snowball, white | .40 | 2.00 |
| Double Mixed | .30 | 1.50 |

## MYOSOTIS

| | Tr. pkt | Oz. |
|---|---|---|
| Alpestris Victoria, blue | $0.25 | $1.50 |
| Dissitiflora, deep blue | .40 | 3.00 |
| Eliza Fonrobert, blue | .25 | 1.00 |
| Palustris, deep blue | .40 | 2.00 |

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**GIANT SORTS IN SEPARATE COLORS**

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|---|---|---|---|
| Azure Blue | $0.40 | $2.50 | $9.00 |
| Black Blue | .40 | 2.50 | 9.00 |
| Emperor William | .40 | 2.50 | 9.00 |
| Hortensia Red | .40 | 3.00 | 11.00 |
| King of the Blacks | .40 | 2.50 | 9.00 |
| Lord Beaconsfield | .40 | 2.50 | 9.00 |
| Peacock | .40 | 3.00 | 11.00 |
| Snow Queen | .40 | 2.50 | 9.00 |
| Striped and Mottled | .40 | 2.50 | 9.00 |
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## REFRIGERATION MATTERS

### Mr. P. B. Rigby's Paper on the Subject at Kansas City Convention

The subject of refrigeration for the florist received much attention at the Kansas City Convention. One of the most interesting papers was that presented by P. B. Rigby, Vice-president of the S. S. Pennock Co. Mr. Rigby said in part:

Before the time of refrigerating machines, ice had to be used and it still is used in the majority of the smaller establishments. Its disadvantages are very great, including dependence on a source of supply, the amount of cooling space taken up by the ice bunkers, the necessary slop encountered when filling the bunkers, and the inability to maintain adequate temperature during heated spells, when there is a continual opening of the refrigerator doors.

Use of Refrigerating Machine: Refrigerating machines are past the experimental stage, and are successfully operated whether a small or large amount of refrigeration is required. The automatic refrigerating machine is easily operated by any one with ordinary care and attention. The increase of refrigerating space is fully 25 per cent greater because of the saving of bunker space and the temperature is easily maintained at the required point.

The brine system is a safe and sure system. All danger of damage from ammonia leaks is eliminated, and this is of great importance, for if such a leak does occur in a refrigerator the contents will be entirely ruined. The equipment required with a brine system is a little more expensive than in the case of direct expansion, but this expense is nothing compared to the insurance you have against loss from ammonia leaks.

#### The Brine System

The brine system requires a tank containing the brine which is cooled by compression in the refrigerating machine to any required temperature, and then circulated through the coils in the refrigerator by means of small centrifugal pumps. The action is under thermostatic control, the compressors starting and stopping within a 3 deg. to 5 deg. range of a predetermined brine temperature. The pump which circulates the brine is also under thermostatic control, and operates within a one degree range. Your temperature is, therefore, at all times close to a pre-determined point regardless of the opening and shutting of doors.

The size of the machine used is entirely regulated by the amount of refrigerating space required and the temperature to be maintained. Machines are rated in terms of tons, a one-ton machine having a cooling capacity equivalent to that of a ton of ice melted in 24 hours, and so on. Best results are obtained from a machine of somewhat greater capacity than is required as the machine will not then be overworked. The initial increased expense of installation is small as compared to the results obtained and the power consumed is not much greater, as the machine will not have to be run for so long a time to effect the required temperature.

Any refrigeration engineer can tell you the size of machine required to maintain a certain temperature for a certain space. From practical experience I have found that a 2½ ton machine will in warm weather serve to maintain almost continuously a brine temperature of 15 deg. to 18 deg. above zero, which is about right to maintain a temperature of 40 deg. to 45 deg. above zero in a room with a capacity of 1500 to 2000 cu. ft.

#### Refrigeration Costs

A 2½ ton automatic refrigerating machine with a brine tank, 5 horse power motor for compressor, two centrifugal pumps, each with ¾ horse power motor (one for spare) for circulating the brine through the refrigerating coils, and capable of cooling 2000 cu. ft. of space to temperatures required for flowers, together with necessary thermostats, can be installed for possibly $5000 to $6000.

The cost of operation for such equipment depends on the cost of electric current. At 5c per kilowatt hour the expense will run from $35 to $80 per month, with an average of about $60. To this

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## GENERAL NEWS

Sluis En Groot's Koninklijke have discontinued their agency in New York City and will now do business with this country direct from their office at Enhuizen, Holland. Herbst Bros. have been acting for them.

Florists will wish that more people would take the same attitude as the late Mrs. Alma Davey, who passed away recently in Buffalo. Mrs. Davey provided in her will that a thousand dollars be used for placing flowers on her grave during the seasonal part of the year.

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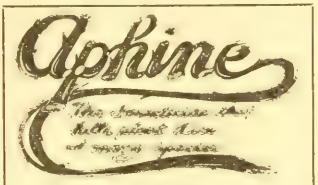
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The Burpee Early Flowering Sweet Peas are recognized as leaders in their various colors and they are grown extensively by all florists who demand the very best

The careful hybridization work carried on at Burpee's Fordhook Farms in Pennsylvania, the growing of the seed crops on Burpee's Floradale Farms in California, and our extensive indoor and outdoor trials give us a unique opportunity to supply the florists with the very best that can be had in Sweet Peas. Everything possible is done to insure the quality of Burpee's Sweet Peas.



Reproduced from a Fordhook photograph — actual size.

Mrs. Warren G. Harding is one of the most admired Early Flowering Sweet Peas we have ever originated.

**MRS. WARREN G. HARDING**
*"The Harding Blue"*

**Mrs. Warren G. Harding** is a deep shade of silvery blue. It is pure in color without any suspicion of mauve or rose. The flowers are immense in size with a broad and much frilled standard. It is a vigorous grower, bearing large, four-flowered sprays in great profusion. Awarded Certificate of Merit at the International Flower Show held in New York, March, 1921. **Trade packet, 50 cts.; oz., $2.50; ¼ lb., $7.50; lb., $25.00, postpaid.**

**BURPEE'S ORANGE**
*"A pure glistening orange"*

**Burpee's Orange** is in every way distinct as there is no trace of pink or orange-pink in either standard or wings. It is a true glowing orange self, a shade that looks attractive under artificial light as well as in the day-time. The flowers are of immense size and beautifully waved and are borne in fours on long stems. **Burpee's Orange** was awarded a Certificate of Merit at the International Flower Show held in New York, March, 1921. **Trade packet, $1.00; oz., $5.00; ¼ lb., $15.00; lb., $50.00, postpaid.**

**CHEERFUL**
*"A rich shade of rose"*

A most appropriately named variety with large well waved flowers of a "cheerful" shade of Begonia-Rose. Few varieties make such an imposing bunch. A good strong grower and profuse bloomer. Awarded Certificate of Merit at the International Flower Show held in New York, March, 1921. **Trade packet, $1.00; oz., $5.00; ¼ lb., $15.00; lb., $50.00, postpaid.**

**SUNBURST IMPROVED**

The color is a pleasing and attractive shade of rich salmon-pink, intensified toward the margin with a cast of amber and salmon. Immense flowers borne in fours on long and stout stems. **Oz., $1.00; ¼ lb., $3.00; lb., $10.00, postpaid.**

**MRS. KERR**
*"The Best Early Flowering Salmon"*

**Mrs. Kerr** has created a sensation whenever exhibited. The color is a pleasing shade of rich salmon overlaid with a soft tinge of orange. It is an indescribably beautiful flower of magnificent size and superb form. Awarded Certificate of Merit at the International Flower Show held in New York, March, 1920. **Trade packet, 50 cts.; oz., $2.00; ¼ lb., $6.00; lb., $18.00, postpaid.**

**WHITE STAR**

A first-class black-seeded white bearing elegant sprays. The flowers are artistically arranged in fours on long and strong stems. The plants are robust and branch freely. Awarded a Certificate of Merit at the International Flower Show held in New York, March, 1921. **Trade packet, 50 cts.; oz., $2.00; ¼ lb., $6.00; lb., $18.00, postpaid.**

*Write for Burpee's Special Wholesale Offer of Sweet Peas to Florists.*

## W. ATLEE BURPEE CO.

**Seed Growers** **PHILADELPHIA**

Volume XXXVI SEPTEMBER 11, 1922 Number 5

# Horticulture



## Special Number

# Boston Greetings to Visiting Gardeners


## We Are Glad To Welcome

The Visiting Gardeners to the
Historic Old City of
BOSTON

You will be interested to know that our bulbs are now coming in and were never surpassed in quality. May we send you a catalogue?

**Thomas J. Grey & Co.**
SOUTH MARKET STREET
BOSTON, MASS.

**BRECK'S**

1822-1922

THE OLDEST SEED HOUSE
IN BOSTON

has a warm welcome for the
Visiting Gardeners

Please Call Upon Us

**JOSEPH BRECK & SONS**
51 NORTH MARKET STREET
BOSTON

## We Extend a Hearty Greeting to All the Gardeners and Their Wives

IN ATTENDANCE AT THE
NATIONAL CONVENTION

Incidentally, we have never seen a better lot of bulbs than those which are now coming into our warehouses.

Better Ask for Catalogue

**R. & J. Farquhar Co.**
6 SOUTH MARKET STREET
BOSTON, MASS.

## Our Greetings

TO THE GARDENERS IN
BOSTON THIS WEEK

We should be glad to have you call at our store and get acquainted.

You will be interested in our display of Dahlias, among the best in New England. Dutch bulbs are coming in rapidly and were never better.

Please ask for a free catalogue.

**Fottler, Fiske, Rawson Co.**
12 & 13 FANEUIL HALL SQ.
BOSTON, MASS.

# HORTICULTURE

**September 11, 1922**



Consider Evergreens for September planting.

Our large stock of conifers enables us to furnish strong vigorous plants, that will begin to repay you at once in satisfaction.

Visit our nurseries and see the stock we offer.

## The Bay State Nurseries

**W. H. WYMAN & SON**

North Abington, Mass.

Price list free

Telephone Rockland 26



**NEW CROP ROSES**

Our growers are now cutting freely from their new crops. Quality unsurpassed by any. Long stems. Fine fresh buds. We are especially strong on Columbia, Premier $12, $10, $6, $4. Prices on other best sorts $15, $10, $8, $6, $4, $3; D. W. Killarney $8, $6, $5, $4. Also all other good sorts at $20, $15, $10, $8. These prices are strictly for the trade.

**DAHLIAS**

The earliest flowering sorts now at extra good assorted mixed colors. Per 100—$3, $4.50.

**ASTERS**

Now at their best. We can take a limited order of very fine in all colors. Per 100—$1.40, $2, $3, $4.



Also a good supply of COSMOS, TRITOMAS, HYDRANGEAS, and other seasonable stock.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies. Send for Price List.

BUSINESS HOURS: Commencing September 11, 7 A. M. to 5 P. M.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. | PHILADELPHIA 1608-1620 Ludlow St. | BALTIMORE Franklin & St. Paul Sts.

WASHINGTON, 1216 H St., N. W.



## Winter-Flowering Roses

We can still supply the following varieties of Winter Flowering Roses, extra fine stock, out of 3½ inch pots: **Columbia, Premier, Mme. Butterfly, Silvia, Pilgrim, Mme. Cecile Brunner.**

**Prices on application**

## Ferns

We wish to call particular attention to our fine stock of Ferns which we are offering at this time:

**NEPHROLEPIS Victoria** (The Victoria Fern). A beautiful, crested form of **Teddy, Jr.**, nice plants, 6-in., 75c and $1.00 each, 7-in., $1.50 each.

**NEPHROLEPIS elegantissima.** Nice plants 6-in., 75c and $1.00 each; 8-in., $2.00 each.

**NEPHROLEPIS elegantissima compacta.** 3½-in., 35c and 50c each, nice plants 6-in., 75c and $1.00 each, 8-in., $2.00 each.

**NEPHROLEPIS Muscosa.** 3½-in., 35c and 50c each, 5-in., 75c each, 6-in., $1.00 each.

**NEPHROLEPIS, Dwarf Boston.** 6-in., 75c each, 8-in., $2.00 each.

**Packing added extra at cost**

## F. R. PIERSON, Tarrytown, N.Y.

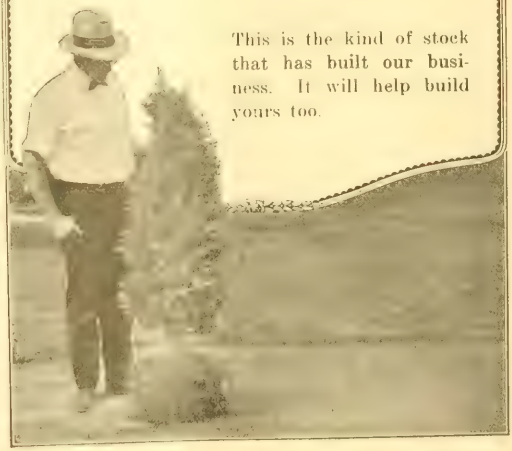
**Telephone Tarrytown 48**



WYMAN'S

## Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# September and October

are the months in which you should do your **FALL PLANTING** of **ORNAMENTAL EVERGREENS, PEONIES, IRIS, PHLOX** and **HARDY GARDEN PERENNIALS.**

# October and November

will be the time for **PLANTING** your **DECIDUOUS SHRUBS** and **SHADE TREES.**

You can get **CHERRY HILL QUALITY** in all of the above at **ATTRACTIVE PRICES.**

Come, **LOOK OUR STOCK OVER,** and you will be convinced **IT IS THE BEST EVER.**

# Cherry Hill Nurseries

(T. C. Thurlow's Sons, Inc.) **WEST NEWBURY, MASS.**

Catalog—Not Open Sundays


## BOSTON

The W. W. Edgar Co., of Waverley, has been forcing a great many bulbs in past years, but is to do even more along this line the coming season. Orders for 250,000 bulbs have been placed and the plan of forcing them in a covered shed on shelves with burlap hung in front of them is to be continued.

Henry Penn has purchased a new home on Winslow Road, Brookline, taking possession early this month. The house is built of stone, and is very handsome in its proportions and appointments.

Harold J. Ryan, the well known young florist of Cambridge, is soon to erect a new residence. It will be located at the end of the greenhouse range, and Mr. Ryan hopes to begin work in a few weeks.

Carpinella, the North End florist, suffered considerable damage recently from a fire in the building where his shop is located.

Harold J. Patten, the carnation grower of Tewksbury, Mass., recently suffered a painful injury as a result of a fall in one of his greenhouses.

## NEWS NOTES

It is announced that Mr. Alb. Millard has resigned as superintendent of Greystone, the estate of Samuel Untermeyer, Tarrytown, N. Y.

Gustav F. Herthal has leased a store at 989 Broad St., Bridgeport, Ct., where he will open a florist shop.

The New York Federation of Horticulture Societies and Floral Clubs will hold its annual meeting in the Commissioner's Office at the New York State Fair in Syracuse, Wednesday, Sept. 13, at 2 P. M. These meetings are always largely attended and of unusual interest.

Mr. Frank H. Ryan has become gardener to Gen. Edward R. Champlin, Beverly Cove, Mass. He was formerly gardener on the late W. Harry Brown estate at Beverly.


**Peonies and Iris**

First class stock at reasonable rate

*S. G. HARRIS*

Box 8 TARRYTOWN, N. Y.

SKINNER SYSTEM OF IRRIGATION.

**Costs You Nothing**

although you have to pay for it. It costs you nothing, because

**It Pays For Itself**

Send for facts and figures.

The Skinner Irrigation Co.

100 CANAL ST. TROY, OHIO 286 FIFTH AVE. NEW YORK

**Evergreens**

**For All Purposes**

SUCH AS

Mugho Pine; Hovey's, Globe, Golden, Variegated, Pyramidal and Tom Thumb Arborvitae; Junipers; Japanese Cypress; Spruces; Firs and Pines.

Visit our nurseries or send for price list of everything for garden and landscape planting.

**NEW ENGLAND NURSERIES**

BEDFORD, MASS.

**Regal Lily Bulbs**

LILIUM REGALE

for Fall delivery

Large bulbs, 6-9 in., $40.00 per 100.

Large flowering bulbs, 4-6 in., $30.00 per 100.

Small flowering bulbs, 3-4 in., $20.00 per 100.

**C. P. HORSFORD**

CHARLOTTE VERMONT

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189[illegible].

Vol. XXXVI SEPTEMBER 11, 1922 No. 5

## THE TALK OF THE TRADE

I have been waiting the opportunity for some time to look over Mr. Montgomery's new rose "Commonwealth," so of course took full advantage when I came through Cr[illegible]well last week.

I must say that I was agreeably impressed with this [illegible] It appears to be a nice, easy grower; foliage is vigorous and good to look at; the size and form of the flower, so far as I can see, are all that one can ask for; but the point that I like as much as anything is the color of Commonwealth. It is somewhat like Premier, but the color is clear and I can't see where there will be any tendency toward it turning blue. From what I can see now I think this rose, grown under good conditions, in cold weather should be almost a red. A. M. Pierson, Inc., have a large quantity planted and they are in all stages and show in each and every case a tendency to get right to work and grow. I hope it will turn out as well as it appeared to me on my first inspection.

Mr. C. F. Curtis of Plantsville, Conn., is one of the Cyclamen growers of the east who needs to take his hat off to no one. He has several houses filled with as near perfect stock as can be found, and what pleased me particularly was the medium size plants in five inch and six inch in such wonderful condition. Foliage way down to the pot; heavy built up plants with crowns that show fine promise for later on.

He also has four inch stock in remarkably fine shape, and says that he has no fear that he will not have them in bloom for the holidays in five inch, which is an ideal selling size and no doubt as profitable, if not more so, than the larger sizes.

It would not be fair to mention Connecticut Cyclamen growers and not speak of Lindner, the florist, of Hartford. Mr. Lindner can't really be called a Cyclamen specialist, because he grows a general line of stock, but it will take a good specialist to beat him on Cyclamen.

The larger part of the planting of field grown carnations has been completed, and stock in general is in very fine shape. During July and the first part of August there was quite a rush for field grown plants, but this has let up some at this time, as planting is pretty well along. However, excepting for a few varieties, there is no great surplus around New England. Ward and Matchless are in good supply, but such varieties as Aviator, Benora, Pink Delight, White Delight, Rosalia and Morning Glow are pretty well taken up. New England should turn out a mighty handsome lot of carnation flowers this season from present indications. There is less stem rot showing up in the houses than was feared earlier in the season. The plants all the way through have a fine start, are well built up and should throw heavy crops. If business conditions continue normal the carnation man faces a good winter.

Rowayton Greenhouses in Connecticut are in excellent shape. House after house of roses are coming along in all different stages for the coming season.

It is quite a surprise to one making a first visit to see the quantity of Francis Scott Key grown at this place, but the way this rose is handled there is no doubt in my mind that it is one of their best varieties.

Two of the largest houses are being gone over and glazed new entirely, painted inside and out, making them like new. From one end of the place to the other the stock in all varieties was in fine shape.

A large part of the florists I have talked with evidently do not take kindly to the high price on Paper Whites. One after the other mentions cancelling either the entire order or a part of it. I cannot agree with those who say that Paper Whites can be brought up in price just the same as anything else, and brought up sufficiently high to stand for the price put onto them this season. There may be a shortage of Paper Whites, but it seems peculiar that plenty are available at high prices.



The Unique Flower Shop of W. F. Korb, Louisville Ky.

In spite of the fact that various other greens are being introduced, Galax leaves continue to hold their popularity. Nothing has been found as yet that will really take their place. Their rich bronze color, unique shape and long pliant stems combined with their cheapness make them indispensable for florists' work. Mr. E. C. Robbins, of Pineola, Avery Co., N. C., who is one of the oldest men in the evergreen business, having had thirty years' experience growing and handling native ornamentals, reports that the season has been very favorable to this work, and that not only Galax but all classes of evergreens are in good shape, with the quantities sufficiently abundant so that prices will not be increased over those of last year. He is already shipping green Galax leaves; bronze leaves will come in about Novemebr 1.

Besides the Galax leaves he is featuring Leucothoe sprays, as he finds that they are giving remarkable satisfaction in high class decorative work. They are particularly available for garlands or wreaths as they grow naturally in a partial curve. Because they are very long they are easy and inexpensive to handle. They, too, are a deep green at this season, but will take on a bronze tint about the first of November.

Apparently there is going to be a great call for Christmas and holiday evergreens this year, according to Mr. Robbins, who says that orders are already coming in for balsam, fir, ground pine and American holly. There is also a call, he says, for balsam needles and twigs, which are sold in clipped form and used in making up pillows. Last year there was a shortage of well berried holly, but this year, according to Mr. Robbins, there will be an abundance of holly well covered with berries. Mr. Robbins thinks that it would be to the benefit of florists to point out some of the advantages of evergreens for home use at Christmas and holidays. This applies particularly to Galax and Leucothoe sprays. They keep a very long time, even in warm rooms, if the stems rest in water, while their heavy texture and fine colors add much to their value.

There will be late deliveries of all the Dutch bulbs this year. This is because of the wet summer in Holland, resulting in the fact that the bulbs have dried off very slowly. It is impossible to store the bulbs as rapidly as digging could be carried on, so that several growers had to stop lifting because of the lack of room. This is the explanation of the reason that the bulbs are coming in several weeks later than is usually the case.



**Robert Cameron**
President of the National Association of Gardeners

William L. Korb, of Louisville, Ky., has recently completed one of the most unique flower shops to be found anywhere in the country. It is built of logs, boulders and cement, and is rustic in its details. Mr. Korb says it is the first building of the kind ever erected for a florist salesroom, and probably he is right. All the logs have a brown hue, while the cement between them is black. This cement is inlaid with moss green boulders, giving a very unusual effect. All the signs are rustic in character, and are covered with silver paint. The shingles on the roof of the building are green and yellow, laid in zigzag design. Atop the house is a bird box containing fifteen compartments, and designed to match the building. The chimney is made of large boulders, and there are two boulder bases in front of the building which hold tall vases.

The inside of the shop is as notable as the exterior. Here, too, the rustic note has been kept throughout. Much use has been made of bark from beech, birch, walnut, red oak and sassafras trees. The icebox in particular attracts attention. It is very unusual, both in design and finish, being made of hollow tile covered with cement with a stucco surface. The tile itself is stuffed with sawdust for greater installation. The top of the work table is made of cement, while the base is covered with small gravel and striped with lime and tile. The furniture throughout is of rustic design. The color scheme inside the building is gray, brown and rustic green. Adjoining the building is a small greenhouse of an appropriate design.

It is interesting to learn from Mr. Korb that the building was designed and planned in every way by himself, and a large part of the work on the interior was executed by him. All in all, he has a very unique and interesting place of business.

Mr. H. E. Meader of Dover, N. H., florist and gladiolus specialist, has originated a method of handling cut glads which is well worth the consideration of other growers. As is well known, the price usually starts off at six or eight cents and then drops to four and sometimes almost to the fading point during the midsummer, coming back again to six or eight in the fall. Mr. Meader makes a contract with florists in his vicinity to furnish them a given number of spikes each week at a flat rate of four cents apiece. It is then up to him to have a supply without fail during the early and late part of the season. But on the other hand he doesn't have to worry about the glut during mid-season. He knows just how many flowers he will have to dispose of each week and just what his returns will be. The florists, on their part, know exactly what they are to pay and just how many blooms will arrive at their store each week. It is an arrangement which is working out well for both the grower and his customers.

Mr. John Maloney, the florist of Lowell, had a unique experience not long ago when a customer requested that he mail a wreath to be placed on a grave in County Fermanagh, Ireland. Mr. Maloney took over the order and shipped the wreath, which was, of course, an artificial wreath, a distance of three thousand miles.

## A NEW ORGANIZATION OF NEW ENGLAND FLORISTS

At a recent meeting in Randolph, Vt., the Northern New England Association of Florists was organized with a membership of 35. The following officers were elected: President, Harry M. Totman, Randolph, Vt.; Vice-President, Carl S. Hopkins, Brattleboro, Vt.; Secretary-Treasurer, George A. Halladay, Bellows Falls, Vt. The Executive Committee consists of S. B. Emerson, Lebanon, N. H.; G. E. Hunt, Rutland, Vt.; and Mr. Gove, Burlington, Vt. It was voted to hold the annual meeting in Brattleboro, Vt., on the last Wednesday in August, 1923.

# CONVENTION OF GARDENERS

## Full Program for the Meetings of the National Association In Boston, September 12-15

Elaborate preparations have been made for the annual convention of the National Association of Gardeners, opening in Boston, September 12, and lasting until the 15th. The first two days will be given over to business, and the last two days devoted to sight seeing. All the business sessions will be held at Horticultural Hall, corner of Massachusetts Ave. and Huntington Ave. Convention headquarters will be at Hotel Brunswick, on Boylston St., just below Copley Square. The banquet will be held at this hotel, Wednesday evening. The full program for the four days follows:

### Tuesday, September 12

11 A. M.—Executive meeting of trustees and directors at Hotel Brunswick.

2 P. M.—Opening of Convention at Horticultural Hall.

Address of Welcome on behalf of the City of Boston. Hon. James M. Curley.

Response—William Gray, Bellevue Ave., Newport, R. I.

President's Address—Robert Cameron, Ipswich, Mass.

Address on behalf of the Commonwealth of Massachusetts—A. W. Gilbert, Commissioner of Agriculture.

Address on behalf of the Massachusetts Horticultural Society—Mr. A. C. Burrage.

Address on behalf of the Garden Club of America.—Subject, The Training of Boys at Hillcrest Gardens. Miss Marian Roby Case, Weston, Mass.

Discussion.

8 P. M.—Reception to all visitors at Horticultural Hall. Illustrated lecture on "The Arnold Arboretum." Edward I. Farrington, Editor of Horticulture, Boston.

### Wednesday, September 13

9 A. M.—Secretary's Report

Secretary's Financial Report.

Treasurer's Reports.

Committee Reports and Discussion thereon.

Resolutions.

Nomination of officers.

Consideration of next meeting place.

New business.

Adjournment for lunch

2 P. M.—Amendments to the By-Laws.

1. Relative to the Reserve Fund of N. A. G.

2. Relative to By-Laws for Local Branches.

Discussion on the Two-Year Course for Gardeners at the Massachusetts Agricultural College, opening Sept. 27, 1922.

Election of Officers.

Unfinished business.

7 P. M.—Annual banquet, Hotel Brunswick.

Judge Charles W. Hoitt, Toastmaster.

### Thursday, September 14

9 A. M. Sharp; from Hotel Brunswick. Automobile trip through the North Shore of Massachusetts, stopping at estates of Mrs. Gardner M. Lane, Manchester; Mrs. William H. Moore and Mrs. Henry C. Frick, Prides Crossing; Mr. Albert C. Burrage, Beverly Farms; Mr. and Mrs. R. T. Crane, in Ipswich; Mr. Thomas E. Proctor, Topsfield, and Mr. B. Hammond Tracy, Wenham. A New England clambake will be served at Castle Hill Farm, Ipswich.

### Friday, September 15

9 A. M.—Automobiles will start from Hotel Brunswick for a visit to Cambridge, Lexington, Concord and Wellesley, where the Walter Hunnewell estate, and the estate of Mr. H. S. Hunnewell will be inspected. Lunch will be served on the latter estate. Later visitors will be taken for drive through Franklin Park, the Arnold Arboretum, and the estates in Brookline of Mrs. E. D. Brandegee, Mrs. C. G. Weld, Professor C. Sargent, and Mrs. Larz Anderson.

### The Ladies

The ladies attending the convention will be served a tea at Horticultural Hall at 4.00 o'clock Tuesday afternoon. In the evening they will have a theatre party. Wednesday will be given over to sight seeing around Boston.

### Local Convention Committee

The plans for the convention are in the hands of the following committees, any of whose members may be consulted for information:

General Chairman of Committee—William N. Craig.

Banquet and Entertainment—A. K. Rogers, Chairman; James Methven, Stewart A. Forks, Henry Stewart, A. P. Dewar, L. B. Whyte, Gordon P. Stewart, John G. Duguid, William Till, Percival C. Veinot, James Donald.

Program—P. W. Burke, Chairman; W. D. Nickerson, John Morris, W. D. Coots, T. H. Westwood, Peter Arnott, Donald McKenzie.

Finance—W. J. Kennedy, Chairman; Frank Murray, Peter M. Miller, William Anderson, Geo. F. Stewart, E. H. Wetterlow, H. W. Clarke, W. R. Thornhill, J. L. Russell.

Ladies' Reception—Mrs. B. Hammond Tracy, Chairman; Mrs. W. N. Craig, Mrs. Wm. Anderson, Mrs. Duncan Finlayson, Mrs. Geo. F. Stewart, Mrs. A. K. Rogers.

Transportation—Walter H. Golby, Chairman; Julius Heurlin, Duncan Finlayson, A. E. Parsons, W. C. Rust, James Marlborough, B. Hammond Tracy, James Wheeler.

Publicity—William N. Craig, Chairman; Gustave Thommen, E. I. Farrington.



**John Barnet**
Vice President of the National Association of Gardeners



**W. N. Craig**
Chairman of the Committee on Arrangements

# NOTABLE GARDENS AROUND BOSTON

There are many notable gardens in and around Boston, some of which at least will be viewed by the visitors at the convention this week.

Weld, the estate of Larz Anderson in Brookline, is probably the most elaborate formal garden in New England. It contains many ornamental features and includes a small Japanese garden. Duncan Finlayson, gardener.

The estate of Mrs. C. G. Weld, Brookline, has fine sweeps of lawn and excellent border plantings. William C. Rust, gardener.

Holm Lea, Brookline, the estate of Prof. C. S. Sargent, director of the Arnold Arboretum in Jamaica Plain, is famous for its rare trees and shrubs, especially its rhododendrons and lilacs. Charles Sanders, gardener.

The Loren D. Towle estate, Newton, now under construction, contains the largest range of private greenhouses in New England. This will be one of the finest estates in the east. Harold Graham, of Olmstead Bros., in charge.

Faulkner Farm, Brookline, the estate of E. D. Brandegee, contains a formal garden with a pool, also rock gardens and much general planting. W. N. Craig, gardener.

The E. B. Dane estate, Brookline, is notable for its color schemes formed largely with bedding plants, and for its pool. It also has a very complete collection of orchids. George M. Barrie, gardener.

The Charles Harding estate, Dedham, contains a formal garden with steps descending to the lake, also a rose garden. John Ruddiman, gardener.

The Walter Hunnewell estate, Wellesley, is famous especially for its rare trees and shrubs, and for its topiary garden on the banks of a lake. It is here that hardy rhododendrons are said to have been first used for general planting. T. D. Hatfield, gardener.

The Henry S. Hunnewell estate, Wellesley, contains 650 acres, with an exceptionally fine collection of Crataegus and ornamental crabapples. It also contains a rose garden laid out by Mrs. Foote of Marblehead. J. G. Duguid, gardener.

Castle Hill, the estate of R. T. Crane, Jr., Ipswich, is one of the largest estates on the North Shore, containing 2500 acres. It has a beautiful enclosed sunken garden, a rose garden, a maze, and a large greenhouse. Robert Cameron, gardener.

The Lester Leland estate, Beverly Farms, is notable for its greenhouse material and especially its begonias. Eric H. Wetterlow, gardener.

The Mrs. Henry C. Frick estate, Pride's Crossing, contains extensive



A Corner of the Garden at Faulkner Farm, Brookline, W. N. Craig, Supt.

rock gardens. Thomas Fletcher, gardener.

The estate of Mrs. R. D. Evans, Manchester, is notable for the beauty of its hardy border arrangement and its secluded nooks. James George, gardener.

The Judge William H. Moore estate at Pride's has beautiful lawns and well kept gardens. A. E. T. Rogers, gardener.

Orchidvale, the estate of A. C. Burrage at Beverly Farms, is noted for its remarkable collection of orchids contained in a long range of especially equipped houses. Fred C. Pocock, gardener.

The James L. Lancashire estate, at Manchester, contains a garden that is considered to be one of the most tastefully arranged and skillfully planted on the North Shore.

The McQuesten estate, Marblehead Neck, contains a formal garden in the midst of the summer colony.

The Bayard Thayer estate at Lancaster is among the most extensive in New England, with a remarkable collection of lilacs, rhododendrons and rare trees, and a very extensive planting of heather. William Anderson, gardener.

The Lyman estate, Waltham, contains the oldest greenhouse in the country, built 130 years ago, and more modern houses with many rare plants. G. F. Stewart, gardener.

Cedar Hill Farm, Waltham, is notable for its large maze patterned after the famous maze at Hampton Court, England. Henry Stewart, gardener.

Langwater, the John S. Ames estate at North Easton, has fine lawns, a large lake and an unusually beautiful spring garden.

The Oliver Ames estate, North Easton, has a particularly good shrubbery planting. Edward Parker, gardener.

Mrs. F. L. Ames estate, North Easton, has 650 acres, with a fine display of evergreens and an attractive wall garden. William Hodges, gardener.

The Winthrop Ames estate, North Easton, has a well designed formal garden and much general planting. Daniel White, gardener.

The Galen Stone estate, Marion, has an elaborate formal garden, much general planting and large greenhouses. A. Griffin, gardener.

The John P. Gardner estate, Warren Street, Brookline, has a well designed and well kept Italian garden. William Fletcher, gardener.

The E. B. Webster estate, Chestnut Hill, is famous for its greenhouses in which especially good begonias and many rare plants are produced. Peter Arnott, gardener.


# King GREENHOUSES

The selection of a greenhouse is not a difficult problem if you have the facts about King Greenhouses. Their superior design, construction and growing qualities—the ease with which they are erected and maintained, and their long life make them the houses which will pay you a bigger dividend on your investment.

There are various bulletins telling about King semi-iron, pipe iron frame and steel frame houses as well as greenhouse supplies. Write for the bulletins, which will be sent without cost or obligation, and have all the facts. You'll decide on the King.

*When you think of good greenhouses, think of KING*

**KING CONSTRUCTION COMPANY**

GENERAL OFFICES, NORTH TONAWANDA, N. Y.

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# Wilson's O. K. Plant Spray

**Kills Plant Insects, Scale and Mildew**

***Used by Leading Gardeners***

**Bbls. $90 ½ Bbls. $50 10 gals. $20 5 gals. $10**

Glen Cove, L. I., October 18, 1921.

ANDREW WILSON, Inc.,
Springfield, N. J.

Gentlemen:

Having used your Plant Spray for the last four years, I have now cleaned my Box trees of Box mite after all other remedies had failed, and am now using it for greenhouse and outdoor spraying.

You can use this letter any way you think fit for the benefit of my fellow gardeners.

Very truly yours,
J. W. EVERITT.
Supt. J. T. Pratt Est.

*Andrew Wilson, Inc.*

**Springfield, New Jersey**

—HORTICULTURE—
Established by William J. Stewart In 1904

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EDWARD I. FARRINGTON, Editor

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One Year, In advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.

**Training in Horticulture** Prof. Clarke L. Thayer, of the Massachusetts Agricultural College at Amherst, presented some new and worthwhile ideas to the members of the S. A. F. at their convention in Kansas City. Prof. Thayer has watched the growth of horticultural and floricultural training in this country, and perhaps is as well posted on the general subject as any man living.

Although the fact has been published in Horticulture and other papers, many of the men present at the convention did not realize that the Massachusetts Agricultural College was starting this fall a regular two-year course for gardeners, and were much interested by the details as presented by Prof. Thayer.

The program now being entered upon provides first for six months of resident study at the college. The classes will close the last week in March, after which the students will go to various commercial establishments and private estates for summer practice work. This apprenticeship will be supervised by a committee representing jointly the Massachusetts Agricultural College and the National Association of Gardeners.

At the end of the summer the students will return to the college for an additional period of nine months' study. They will thus complete this part of the course in June, and receive a certificate from the college. Then they will enter upon an apprenticeship of two years, to be arranged and supervised by the National Association of Gardeners, after which they will be examined and the successful receive a diploma from this association.

Special consideration will be given pupils coming upon the recommendation of the National Association of Gardeners, and this association will work very closely with the college in an attempt to make the new course a great success and a forerunner of a general education of gardeners throughout the country.

Prof. Thayer, in his talk, discussed the possibility of a similar course for florists, and emphasized the fact that in all such instructions there should be a broad foundation of practical knowledge. He said he was deeply pleased when he heard the superintendent of a large estate make the statement that Latin should be included in a floricultural course of study. Such a statement might be scoffed at in some quarters and yet without question Latin would be of the greatest value in learning scientific plant names, with which every well educated gardener and florist must necessarily be familiar.

We think that a gardener or a florist ought to know something at least about physics, agricultural economics, rural sociology, history, entomology and drawing. As a matter of course he should have a good ground work in English, and give considerable time to the study of botany. In his course, too, there should come some consideration of the methods by which the material used in his work is transported, the uses of cold storage and possibly advertising.

Evidently from what Prof. Thayer says the Massachusetts College is forming all of its classes on broad and liberal lines, and we believe that it is right in doing so. The college graduate should receive not only a thorough training in horticulture or floriculture, but should also gain a more or less general education. With this at his command, he will be better fitted for whatever work he undertakes, and moreover will be able to get a fuller enjoyment out of life than any young man whose mental horizon is restricted.

**Sentiment in Business** It is seldom that a better piece of literature has been presented at any trade convention than the address of Miss M. C. Gunterberg, of Chicago, president of the Ladies' Society of American Florists, at the Society's recent convention. Miss Gunterberg, who is known the country over as a leader in the trade, is evidently as familiar with books and the writings of the masters as she is with roses and cuttings.

Moreover, there was much good common sense in her remarks, and we are particularly pleased at her efforts to stress the unusual opportunity which the florists have for bringing good cheer into countless homes. It would be well if florists would keep in mind the fact that business is not merely a sordid struggle for existence, but an opportunity for helpfulness and the expression of genuine good will. After all, a life is hardly worth while if we pass through it and leave behind us only the reputation for having made a lot of money but few friends.

All florists may not agree with Miss Gunterberg's arguments, but certainly there is a lot of good human nature in her plea to the ladies when she says:

> "So often, there is a surplus of flowers. I beg of you, do not let these flowers wilt or be cast in the discard. Those who are actively engaged in the business of floriculture do not have the time or leisure to see that these flowers are distributed to the best advantage, but I ask of you, whose time is your own, take these flowers to the tenement districts, bring joy to the little tots there, who never see a blade of grass or a green tree. See their eyes sparkle and bring smiles to those baby lips.
>
> "Go to the homes for the aged—some poor soul there, she may be somebody's mother, make her happy. Bring her a plant to care for and watch over. It will give her a new interest in life. And don't forget the old man hobbling along on his stick. So often he is overlooked and forgotten, but, remember, that within that breast there beats a heart as full of emotion as even yours and mine. Make him happy, give him some flowers.
>
> "Go to the hospitals for the ex-service men, those poor boys who sacrificed everything and who now feel that they are forsaken. Bring hope into their hearts, save them from despair. Cast your bread upon the waters, it will return to you a hundred-fold."

# COMMONWEALTH

Brighter and deeper pink than Premier. Almost immune to black spot and mildew. A rose you can flower for twelve months per year. **A forcing rose** of the highest quality.

We shall disseminate Commonwealth for the Montgomery Company in 1923. Only grafted plants offered.

## A. N. PIERSON, Inc., Cromwell, Connecticut


## S. A. F. & O. H. Department

### AFTERTHOUGHT OF THE KANSAS CITY CONVENTION

Looking back at the Thirty-Eighth Convention of the Society, everybody interested in it has cause for the greatest satisfaction over its successful outcome, and it has gone down into history as one of the best conventions the Society has held.

Especial thanks of our officers and members are due to the chairmen of the different local committees in Kansas City and their capable fellow-workers for their most efficient services, and to the trade in general for their hearty support. The Society's Vice-President, Samuel Murray, Executive Chairman William L. Rock, State Vice-President W. J. Barnes, Chairman of the Transportation Committee Wm. Wade, Chairman of the Entertainment Committee E. A. Humfeld, and Secretary of the Kansas City Florists' Club Glenn K. Parker would appear to have devoted to the Society their entire time for weeks in advance of the Convention and during Convention week, in order that every detail planned should be properly carried out.

Too much praise could hardly be given Frank M. Robinson, Secretary of the Convention Bureau of the Chamber of Commerce, who, though handicapped by two broken legs, sustained in an automobile accident while in St. Louis several weeks ahead of the Convention, insisted upon visiting Convention Hall to see that, in so far as his Bureau was concerned, everything arranged for had been taken care of. He made the Savoy Hotel his headquarters during the three days' sessions, and was continually in touch with the Secretary.

William Symons, who had charge of the Publicity Department of the Convention Bureau, not only took care of the publicity work, but assumed the duties of Mr. Robinson in an executive way, and was present during the whole of the Convention, becoming affectionately known to all of the officials as just plain "Bill" Symons.

The report of the proceedings of the Board of Directors at the Spring meeting, printed and distributed at the Convention, was, as usual, rather voluminous. It has been customary to make this report as brief as possible, while aiming to include all essential details. One particular matter, it would seem, might have been presented a little more fully, and that was in connection with the Publicity Campaign, page 8 of the report. In the discussion noted on that page Mr. Ammann is reported to have stated in effect that the campaign "had a good working capital," while his remarks really implied that the "Society had a good working capital."

In the discussion on "Publicity," which formed an important part of the proceedings, the matter of financial assistance from the Society itself was a feature, and was the subject matter of the paragraph referred to. As a result of this discussion the directors passed a resolution unanimously deciding that in future the expense of the Publicity Campaign be paid from the Society's General Fund and this is really as it should be, for up to the present time the Society has not contributed one dollar of actual cash to the Campaign. It is true that at the St. Louis Convention $5000 was appropriated and at the Detroit Convention another $5000 was voted to the Campaign, but when the Publicity Committee realized that the General Fund was short of cash and could not afford to pay these appropriations, the two amounts, which had been provided and partly used, were returned to the Treasury of the Society.

While the Society has not subscribed anything toward the Publicity Campaign, an amount equaling $5,000 has been contributed yearly from the funds raised or subscribed by the trade to go toward the maintenance of the Administration Office from which the Campaign was promoted and is conducted. This matter was taken into consideration by the Budget Committee which consisted of Herman P. Knoble, Paul Kling-peru and Treasurer J. Heinl, and the estimated budget of receipts and disbursements for the current year, which was approved by the Convention, is published in Kansas City, provided that the new arrangement as to expense should prevail. The details of the budget as submitted by the committee were as follow:

| Approximate Disbursements for the Year | |
|---|---|
| Traveling Expense of Officials | $ 650.00 |
| Printing and Stationery | 1,000.00 |
| Officers' Salaries | 5,500.00 |
| Clerical Assistance | 2,500.00 |
| Expenses for State Vice-Presidents | 500.00 |
| Light, Heat, Telephone and Telegraph | 300.00 |
| Membership Drive | 500.00 |
| Office Expenses | 500.00 |
| Postage | 500.00 |
| Furniture & Fixture | 300.00 |
| Rent | 780.00 |
| Tariff and Legislation | 200.00 |
| Miscellaneous | 750.00 |
| Making a total of | $14,220.00 |

| And the estimated annual income was based on the following: | |
|---|---|
| Annual Dues | $ 7,000.00 |
| Initiation, new members | 2,500.00 |
| Income from Investments | 2,400.00 |
| Income from Convention | 5,000.00 |
| | $16,900.00 |

The expenses of the Publicity Campaign are thus included, and the appropriation of $2000 (equally as liable a) coming from the funds of the Publicity Campaign are not included in these figures. Indications are that while the expenses of the Society will not exceed the amount estimated, the receipts will undoubtedly be more than has been suggested. The $2500 appropriation voted by the Convention in Kansas City to the Publicity Campaign will be used entirely for national advertising.

#### The Next Convention

The next Convention, which will be held in Hartford, Conn., comes later in the month than did the Kansas City meeting. The dates are August 21, 22 and 23. At this early date prospective exhibitors in the trade section are enquiring for particulars as to the hall and accommodations, which indicates that the 1923 Convention will be thoroughly in keeping with the exhibitions of previous years. Wallace R. Pierson, Cromwell, vice-president elect, is already busy on preliminary preparations, and it goes without saying that the Hartford Convention is likely to break all records for interest and attendance.

JOHN YOUNG,
Secretary.

### THE AMERICAN ROSE SOCIETY

The following rose has been offered for registration and passed upon by the Registration Committee:

**Name:** HUMBOLDT (instead of Eureka as per notice of July 22, 1922). **Class:** Hybrid Tea. **Parentage of rose:** Unnamed seedling X Ophelia. **Description: Habit of plant:** Erect growth throwing long straight stems. Character of foliage: Somewhat similar to Ophelia. Freedom of growth and hardiness: Very free and hardy. Color: Bright rose pink. Form: Long pointed bud—outside petals recurved. Fragrance and bud—Slightly fragrant. Petalage—Medium full.

Freedom of bloom and lasting quality: Remarkably free bloomer. The rose is similar to Chatenay except darker in color and superior for the following reasons: Very much stronger grower than Chatenay.

Signed by David S. Ward
For Cottage Gardens Co.

If no objection to such registration is filed with the Secretary of the Society within three weeks after this publication, the registration will become permanent.

JOHN C. WISTER, Secretary.
606 Finance Building,
Philadelphia, Pa.





Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1906. Write for information; it will open your eyes. Do it today.

American Landscape School, 19-H Newark, New York

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

I was much interested in the advertising copy of the Hitchings Greenhouse Co, which appears on the back cover of Horticulture this week, because of its reference to the old greenhouses on the Lyman estate at Waltham and the Butterworth property in South Framingham. I believe that not a few of the visiting gardeners attending the convention will be interested to make a trip to one or both of the estates where these ancient greenhouses are standing.

Of course the one at Waltham is the best known. It was built 130 years ago, and in spite of that fact is still in use. The present superintendent of the estate, Mr. G. F. Stewart, keeps it filled with plants a large part of the season. Naturally the house is low and rather awkward to work in. Running three-quarters of its length is a masonry flue leading to a chimney at one end of the house, and having its beginning in a sort of crude fireplace which was designed for burning large chunks of wood. The house was kept warm by the heat which was radiated from this flue. The fireplace arrangement has been adapted to the burning of coal now.

Although not so old, one of the main greenhouses on the estate antedates the introduction of steam and hot water. It is a much larger house, and was heated originally by a long series of flues wtih nearly a dozen firepots opening on a sunken corridor. This house will be a revelation to the younger generation of garden makers, and it is easy to believe that the gardener in the old days had his work cut out for him during long cold winters. It must have been no small task to keep these fireboxes filled with wood, although it is stated that the heat would remain for a long time after the fires had gone out. The houses are used for growing grapes, and a modern heating system has been introduced.

One feels now when going down through the sunken corridor and viewing the ancient fireboxes much as a visitor must feel when he enters the catacombs in Rome.

---

While the old greenhouses on the Butterworth place are less extensive, they are no less interesting in a way. The house is in the form of a lean-to against the residence of Mr J. T. Butterworth, who as everybody knows is a famous orchid grower with some of the most modern buildings to be found on any florist establishment and boasting a new and attractive show room recently completed.

A particularly interesting point about the ancient greenhouse is the fact that it was built for housing the first Japanese chrysanthemums brought to this country. The property was then owned by the Alpheus Hardy family, which was engaged in the shipping trade. Either seeds or plants were brought over from Japan and grown in this house. When the flowers were shown in Horticultural Hall in Boston they aroused tremendous interest, and the importation of the plants was soon taken up by other people. It is interesting to note in this connection that the Hardy family also brought over a young Japanese who was educated in this country, being among the earliest Japanese students.

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Apparently the popularity of Phlox extends to almost all parts of the country. At least it is being grown widely in many sections. Mr. Willis E. Fryer, of Mantorville, Minn., has a particularly good collection. It is noteworthy, though, that Mr. Fryer does not advise planting in the fall, at least in his section. He says that sometimes every plant will live, while again many of them are winter killed.

Although he has perhaps the largest acreage in the west, he has picked out a few of those which do the best in his locality. It will be interesting to compare them with eastern favorites. Included in the list are President Taft, a light pink; R. P. Struthers, rosy-red with a crimson eye; W. J. Fryer, pink, shaded salmon, with a bright red eye; Dr. Christopher Graham, a curious variegated or mottled pink; Lothair, salmon-red with a dark carmine eye and growing very tall, Professor Cady, light red with a deep red eye; Reverend Spicer, bright pink with a darker eye; Mrs W. B. Fryer, a vigorous white; Dr. Charles H. Mayo, white with a red eye; and Edith Mayo, medium sized with a faint eye.

Mr. Fryer calls Dr. Mayo the best white phlox with an eye that he has ever seen. It grows very tall and has pyramidal panacles. Edith Mayo has a different form of growth from any other phlox, being in the form of a half sphere. This variety is not yet being offered for sale, but promises well. Mr. Fryer recommends Mrs. Mellinger, a rosy red with a darker eye, for sections where there is little rain, saying that it will endure more drought than any other phlox in existence.



Field of Phlox on the Nursery of Willis E. Fryer, Mantorville, Minn.

## METHVEN SUCCEEDS CRAIG

It is understood that Mr. James Methven, now in charge of the Coomly estate in Milton, is to succeed W. N. Craig as superintendent of Faulkner Farm in Brookline, when Mr. Craig leaves October 1 to go onto his own place at South Weymouth. Mr. Methven is a very well known gardener and a former president of the Gardeners' and Florists' Club of Boston.

## E. H. WILSON RETURNS

### Arnold Arboretum Plant Hunter Back From Long Trip

Scores of books and hundreds of pamphlets have been added to the huge collection of horticultural literature at the Arnold Arboretum, connected with the Bussey Institute of Harvard University, as a result of the two years' trip from which the assistant director, E. H. Wilson, has just returned. The purpose of Mr. Wilson's travels, which took him to many foreign lands, including Australia, New Zealand, Tasmania, Java, India and South Africa, was to establish more intimate connections between the Arboretum and other great gardens and arboretums of the world, as well as to add to the library of the institution and to increase its great collection of photographs.

#### Rare Specimens Lost

Mr. Wilson carried his camera everywhere he went, and has brought back dozens of photographs of rare trees and shrubs. He experienced one great disappointment in this connection. While he was in Australia, he made two large shipments of photograph plates and herbarium specimens. They were expected to go on different boats, but as it happened both found their way on board the American ship Canastota, which was never heard from after it sailed from Melbourne.

Mr. Wilson went to Australia by way of England, and stopped in that country on his way back, also visiting France. Many pictures were made in the forests of Australia which were found particularly interesting. These forests consist largely of eucalyptus trees, valuable for many purposes.

At Melbourne and Sidney magnificent public gardens were found, as well as private gardens without number. It is an interesting fact, according to Mr. Wilson, that the flowers to be seen in Australia and other countries settled largely by English-speaking people are mostly the same flowers which are to be seen in the home land. While some of the native flowers are grown, many of them are looked upon as too common for cultivation in the garden, but the hollyhocks, delphinium and the Canterbury bells of Europe and America have been imported in great numbers and are grown everywhere.

#### Gladiolus Less Popular

For a time, the gladiolus had a great wave of popularity in Australia, but now Mr. Wilson found that its popularity is waning. Dahlias have supplanted it to a large extent in the affections of the people. Roses, too, have a prominent place in all the gardens. While the newer varieties are a year or two in reaching Australia, growers are keen about keeping up-to-date.


# SWEET PEA SEED

During the past season we have made a special study of Sweet Peas and have selected varieties best for the commercial grower that the market affords, and we have every reason to believe that our seed is as true to name, color and type as any offered.

**WHITES**

**Early Sankey, Bridal Veil, White Orchid, Venus, Mrs. Spanolin,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Snowstorm,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**PINKS**

**Early Helen Lewis, Rising Sun, Miss Louise Gude, Mrs. Skaach, Miss Fabing, Loveliness, Daybreak, Yarrawa, Hercules, Enchantress, Rosebud, Splendor,** oz. 75c; ¼ lb., $2.50; lb., $8.50.

**Early Gem, Sunburst, Rose Queen, Empress, Pink Beauty,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**SALMON and ORANGE**

**Glitters, Dazzler, Orange Beauty,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**CERISE and CRIMSON**

**Cherry Ripe, Early King,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Fire King, Illumination,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**BLUE and LAVENDER**

**Lavender King, Wedgewood Blue, Blue Bird,** oz., 75c; ¼ lb., $2.50; lb., $8.50.

**Columbia,** oz., $1.00; ¼ lb., $3.00; lb., $10.00.

**Also some choice novelties; such as MRS. HERR and WHITE STAR at $2.50 an oz.; MRS. HARDING at $3.00; and the big and wonderful winter flowering cerise or pink, CHEERFUL, at $5.00 oz.**

**C. U. LIGGIT** *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE:
15 CEDAR ST., WATERTOWN, MASS.
L. J. REUTER IN CHARGE

PHILADELPHIA


## NEW GREENHOUSES

Carver & Sampson, the dahlia and gladiolus growers of Brockton, Mass., are erecting a new greenhouse which they will use for propagating dahlias from cuttings. This firm has expanded rapidly the past year, and has been very successful at the shows.

Mr. Geo. L. Fish, of Billerica, who has made a wide reputation as a dahlia hybridizer, is just finishing a new greenhouse which he will use in propagating dahlias from cuttings in the spring, as well as for the growing of other plants. The house is 55 feet x 16 feet 9 inches, and is of A. T. Stearns construction. Mr. Fish has also constructed a concrete cellar for the storage of bulbs.

The new greenhouse of Edward Winkler at Wakefield is about completed. This is an iron frame house, 250 x 40 feet, of the most modern construction. Mr. Winkler, who is famous as a carnation grower, and the originator of Morning Glow, is already sending Matchless from this season's plantings to the Boston market.

A new greenhouse is to be erected at Wellesley College. It will be a Lord & Burnham house of the latest design.

## NEWPORT ESTATE SOLD

It is just announced that the famous Leeds estate at Newport has been sold to James B. Duke, of Somerville, N. J., the tobacco king. It is understood that William Gray, the superintendent and secretary of the American Sweet Pea Society, will remain as superintendent.

According to Henry M. Robinson, of Boston, who handles vast quantities of ferns, the new crop from southern Vermont has been badly damaged by worms.

# C. R. BURR & CO.

MANCHESTER CONN.




**Offering a full line of nursery items**

**OUR SPECIALTIES**

Shrubs, Roses and Ornamentals.
Fruit Trees, full line, scarce sorts.
Hedge Plants, all kinds and sizes.
Barberry Thunbergii Seedlings.
Imported Seedlings and Stocks.
Kansas Grown Apple Seedlings.
Multiflora Japonica Rose Seedlings.

Our grades are right and we are prepared to handle your orders as they should be handled. Write for prices today. Watch for our Wholesale Bulletin out about September fifteenth.

**IT'S YOUR FAULT IF YOU ARE NOT OUR SATISFIED CUSTOMER**



# Notice to Wholesale Ornamental Planters and Dealers

HAVING had thirty years experience growing and handling Native Ornamentals, my facilities and supply are unequalled, and a trial order will prove convincing. ERICACEOUS Plants my specialty, in both Nursery Grown and X selected collected stock for all requirements. My superior packing insures delivery in good condition to all parts and grading always up to highest standard in quality.

Before you buy any NATIVE **Azaleas, Ilex, Oxydendrum, Vacciniums, Viburnums, Zanthorrhiza, Abies, Kalamis, Leiophyllums, Leucothoe, Andromedas, Rhododendrons, Thuyas, Hemlocks, Galax, Shortia Ferns, Orchids, Dicentras, Liliums, Trilliums, Iris, Golden Seal, Ginseng, Polygonatums, Sanguinaria, Violets** and hundreds of others, get my prices. Send complete list of your needs in my line and lowest prices will be promptly quoted, consistent with the very best material and service. Sixty carloads furnished the trade last season (mostly Broad-Leaved Evergreens) with complete satisfaction.

It will be to your advantage to send for price lists and get acquainted with my organization for quality and quantity. Your correspondence is solicited and all orders will be handled to your entire satisfaction. Ask about unusual Decorative Evergreens. Rare and beautiful.

***Address...*** **E. C ROBBINS**

PINEOLA, Avery County, NORTH CAROLINA


# The Gladiolus

Mr. S. E. Spencer, proprietor of Brookland Gardens, in Woburn, Mass., says that this has been an excellent season for gladioli, in spite of the rains which caused some malformation of the spikes. Mr. Spencer, who knows the business from a to z, won many prizes at the recent show in Boston, where he had an unusually find exhibit.

Mr. Spencer is one of the growers who believes in helping his customers to be as successful as possible. For that reason he sends them some valuable instructions for handling the bulbs which he sells. He calls attention to the fact that a young bulb of medium size is most valuable, while old bulbs of any size are practically worthless. He advises planting any time from April 20 to June 15, and in his instructions says:

"Any time from April 20th to June 15th, plant the bulbs right side up in single or double rows in deep furrows, leaving three inches space between the bulbs.

"Do not plant in a shady location and do not allow fresh stable manure in contact wtih the bulbs. A sandy loam is ideal. Plant deep. Three to four inches of soil over the bulbs will keep them cool and moist and help to hold the stalks erect without the use of stakes.

"If the spike is wanted for market or indoor use cut it off eight or ten inches from the ground, the morning after the first bud opens."

In regard to digging and storing the bulbs he writes:

"From the first to the middle of October in this locality is a good time to dig the bulbs, cutting off the old stalk and after drying out pull off the old corm with the roots and store in shallow boxes. If kept too warm or too damp they sprout in storage. 40 degrees to 45 degrees is best."


## IRIS AND PEONIES

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground: **Arnols, Brooklyn, Darius, Dr. Bernice, Exquisite, Gypsy Queen, Halfdan, Helge, Ingeborg, Jacqueminot, Liabaud, Lord Salisbury, Mme. Chereau, Mithras, Mrs. H. Darwin, Nibelungen, Princess of Teck, Queen of May, Rhein Nixe, Rose Unique, Shakespeare, Sherwin Wright, Walhalla, Walneriana, Ven Geerti, Hector.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**


## COCOA SHELLS FOR FERTILIZER

On a recent visit to F. O. and F. F. Shepardson, the gladiolus growers in Mansfield, I was interested to notice boxes of cocoa shells. Of course I inquired what these cocoa shells were used for, and was informed that they were considered valuable as a fertilizer. They are obtained from the Lowney cocoa factory and their value was first demonstrated on the Lowney farms, where the superintendent grew excellent crops on ground enriched with cocoa shells. These shells are especially strong in potash.

The Shepardsons are planning to put on a heavy dressing of cocoa shells for next season, possibly using ten tons to the acre. It seems to me that by-products of this kind might be used to advantage by florists as a mulch. Doubtless they would retain the moisture in the ground and do away with the need of considerable cultivation, while eventually they can be dug in and made to serve as fertilizer.

# George Watson's Corner

"You in your small corner and me in mine."

All the folks from these parts seem to be well pleased after their return home from the great convention in the wild and woolly. But we hardly expected ever to see Miss Gairis again. Thought sure some cowboy would grab her. Maybe Kansas City isn't quite so wild as some of us Easterners think it is.

A. E. Outerbridge of Bermuda, the great grower of Easter lilies in that island, was a recent and welcome visitor.

The lady who wrote that wonderful piece of poetry, "King John of Barnegat," made us all sit up and take notice. A genius in our midst and we didn't know it. She can make a good speech too, when called on impromptu. Listen to this from Kansas City: Mrs. Pennock was called on and said: "I can only say I appreciate the honors that have come to my good man, and I thank you most heartily." What do you know about that. Is brevity the soul of wit? It sure is!

George G. Edmondson of Dreers is on vacation. He writes from Saratoga Springs, N. Y., under date of August 23rd: "A nice quiet nook in a nice quiet little town. Everything fine." He is on his way to Canada. We are glad to hear from him, and extend our most cordial good wishes. He uses the word "quiet" twice in one sentence, which, with that Thunderbolt six cylinder under him, makes us grin a little.



Alexander Forbes
New President of the American Seed Trade Association

Alexander Forbes, the newly elected president of the American Seed Trade Association, may consider himself highly honored. It isn't everybody who gets into George's Corner" in Horticulture. There must be something wonderful about the man before he can make Old Tornaveen sit up and take notice. Well, in this case, there is. Sandy Forbes was born south of the Grampian hills instead of north of them, where the Forbeses belong; but he has proved himself a true son of the clan, all the same, and a credit to his ancestry, a glory to the seed trade of the old world and the new, and we all take our hats off to him. The A. S. T. A. has honored one who richly deserves the honor, and we all hail him with proud acclaim, and wish him long life and prosperity. A real seedsman in every sense of the word, a gentleman and scholar. "Leave not your caresses for my dead cold brow; the way is long and weary; give them to me now." That's how we all feel towards Alexander!

The big fire at the Whildin Pottery Plant on August 24th has inconvenienced the company, especially in their office department; but orders are being filled in the usual efficient and up-to-date manner from reserve stocks. No hesitation need be felt as to sending in a memo of your wants—same will receive prompt attention; both from their Philadelphia and Long Island headquarters. Temporary of-


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All the finest quality at fair prices

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The Riverton Tub is sold exclusively by us, and is the best ever introduced. The neatest, lightest, and cheapest. Painted green and bound with electric-welded hoops. The four largest sizes are equipped with drop handles.



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|---|---|---|---|---|
| 10 | 20 in. | $3.55 | $40.40 | $319.00 |
| 20 | 18 in. | 2.60 | 29.75 | 235.00 |
| 30 | 16 in. | 1.85 | 21.00 | 167.00 |
| 40 | 14 in. | 1.50 | 17.25 | 136.00 |
| 50 | 12 in. | 1.05 | 12.00 | 95.00 |
| 60 | 10 in. | .70 | 8.25 | 65.00 |
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Clean, Healthy Bulbs

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| FIRST SIZE BULBS, ½ to ⅝ inch | $1.60 | $12.50 |

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| | 1000 |
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| FIRST SIZE (1250 bulbs to case) | $35.00 |

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Choice Orchids
HYBRIDS
Laelia-Cattleyas, Brasso-Cattleyas, etc.
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fices have been secured, and the old address, 7th and Wharton, will reach them all right. The damage is said to exceed fifty thousand; but fully covered by insurance. Plans for new factory and office buildings are already well under way.

---

John G. Whilldin, the head of the house, is still active, and after fifty years of keen and strenuous work heads the industry of flower pot making in the United States, highly respected by all his competitors.

---

That glorious piece of silver exuberance, the Campbell Cup, which has decorated the sanctum of the Pennock Company Board-Room for the past year, expects to move soon. Just where, has not yet been decided. The Campbell Cup is a little henpecked. It does not move on its own free will and accord. We trust its next home will be as happy and cheerful as its last, where it met the admiring glances of visitors from far and near all over the U. S. and Canada. Also a few from foreign shores. Maybe it will want to come back home again next year. If so, the Pennock boys will surely give it a warm welcome. Meantime that silver service presented to President Pennock in Kansas City should be on view to fill up the gap, instead of being hidden away in the holy backwoods of Lansdowne. Verbum sat sapienti.

---

E. J. Fancourt, secretary of the Pennock Company, is taking a brief vacation with his family at Ocean City, N. J., after three weeks of strenuous work at the Convention in Kansas City; and other Western activities, before and after, covering Chicago, St. Paul and other points. He looks well and hearty for such a hard worker, and he certainly deserves a little breathing spell.

---

Add to the names in the 1922 edition of the Florists' Directory, H. W. Reading & Son, Collingdale, Pa. They have taken over the retail department of W. J. Waters and their headquarters are at Chester Pike and Cherry st. Mr. Waters still continues the growing end of the business on the old location. Mr. Reading, Jr. reports business very satisfactory since they took hold May 1st last.

---

The Henry F. Michell Company will have a grand field day at Andalusia on the 14th inst. This is a free blowout for all their customers and friends, and no special invitation is required. They even furnish free transportation.

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For Retail Stores a Specialty
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THOMAS ROLAND,
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BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
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SEEDS AND BULBS

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BEST COMMERCIAL VARIETIES

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OZ. 65c, ¼ LB. $2.00, LB. $7.00

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The special train leaves Broad street station 12 noon, the 14th. No ticket necessary. Just get aboard. Everybody welcome.

September 11th is the windup of the 4 p. m. closing in the wholesale market here. They go back to the regular 5 p. m. then. The 1 p. m. Saturdays are also wiped out; but the Daylight Saving foolishness keeps up until the first Sunday in October. The Philadelphia authorities decreed our official time one hour ahead of Eastern Standard so we have had to stand for it.

## LOWER FLOWER PRICES

Henry J. Trepel, head of the Trepel Inc., which operates twenty-five flower stores in Brooklyn, was recently quoted in one of the newspapers as saying that wholesale prices of cut flowers are lower than they have been for thirty years and retail prices lower than they have been since before the war.



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FRYER'S NEW IRIS
Mr. P. L. Battey of Glencoe, Ill., who visited me in Iris time wrote me as follows:
"My dear Mr. Fryer:—I was greatly surprised and pleased with your new Iris. From what I had heard and read I imagined they were all, or most all, in the class of yellows and maroons, and all short stemmed varieties, but when I saw the great diversity of colors as well as form, many with fine long stems and conspicuously good foliage, I was greatly impressed with what you have accomplished with your crosses. Your magnificent Mrs. Fryer and Kathryn Fryer are outstanding varieties. C. P. Connell and Lowell are excellent and for flowers and lots of them I have never seen anything equal to your Dr. Andrist, Aunt Rachel, Barton Harrington, W. P. Christman, and many others. Some of the new seedlings which we so thoroughly enjoyed that day are very fine, particularly the beautiful pink one, 'a real honest to goodness pink one too'."
My summer list is now ready and prices on my new Iris have been greatly reduced. Also Delphinium, Peonies, Phlox and other hardy plants.
WILLIS E. FRYER, Mantorville, Minn.

**HEATERS AND BOILERS**—Several large and small heaters and power boilers, second-hand, guaranteed, at very low prices. Call, phone or write TAFT & FISHER, 258 Washington St., Boston, and West Acton, Mass. Phones: Main 8365 and West Acton 70, day or night.

**ENGLISH IVY** from soil up to 36 in., $2.00 per 100. C. Frost, Kenilworth, N. J.

**LABELS**
Wood labels for nurserymen and florists. THE BENJAMIN CHASE CO., Derry Village, N. H.

**WRITE** for our new wholesale list of Peonies.
FRANKLIN NURSERY
Richfield Station, Minneapolis, Minn.

**TO LEASE**—Retail Florist Business, well stocked greenhouses, dwelling house, land. Cash payment required on stock. Address M. H. R., c/o Horticulture.

**PACHYSANDRA** Terminalis, strong 3-year plants, $8 per 100, $70 per 1000. James Wheeler, Worcester st., Natick, Mass.

**EUONYMUS** Vegetus Carrieri Radicans—1 yr., $6 per 100; 2 yr., $12 per 100; 3 and 4 yr. plants, price on application. James Wheeler, Worcester st., Natick, Mass.

**PUMP**
FOR SALE—One new, single action Deane pump. Price $50. F. E. Palmer, Inc., Brookline, Mass.

**BULBS OF ALL DESCRIPTION**
Now at disposal at our New York Warehouse, 110 Duane St. Also specially treated Hyacinths and Narcissus for early forcing as well as French Bulbs. Our prices will be interesting and gladly given on application.
C. Keur & Sons, Hillegom, Holland.
New York mail address:
5625 Mosholu Ave.

**PALMS**—6 large Kentia Forsteriana, 2 large latania Bor—10 ft. spread, 3 Phoenix, and several smaller plants of above varieties. W. H. Golby, 257 Pond St., Jamaica Plain, Mass. Tel. 2261-W Jamaica.

**PIPES AND CORRUGATED IRON**—We have several hundred tons, both new and second-hand, don't fail to get our prices before buying. Tate & Fisher, 258 Washington St., Boston, and West Acton, Mass. Phones: Main 8365 and West Acton 70, day or night.


Aphine

THE RECOGNIZED STANDARD INSECTICIDE

A spray remedy for green, black, white fly, thrips and soft scale.

**FUNGINE**

For mildew, rust and other blights affecting flowers, fruits and vegetables.

**VERMINE**

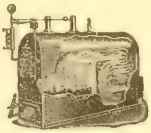
For eel worms, angle worms and other worms working in the soil.

Quarts, $1.00; Gallon, $3.00

SOLD BY DEALERS

**Aphine Manufacturing Co.**
MADISON, N. J.

**KROESCHELL BOILERS**
will put high temperatures into your heating lines.



The KROESCHELL has proven its worth in many of the large establishments in this country. It has frequently been selected by the most careful buyers in competition with all other types of boilers. Its efficiency and capacity are completely beyond any other boiler.

**BRUNSWICK-KROESCHELL CO.**
466 W. Erie St. CHICAGO

**SUPPLIES**

**CUT FLOWER BOXES**
EDWARDS FOLDING BOX CO
MANUFACTURERS
PHILADELPHIA, PA.

**PRICES CUT**
Tobacco Powder, $3.75, 100-lb. sack
(For Fumigating and Sprinkling combined)
Tobacco Dust, $2.00, 100-lb. sack
Fumigating Kind, $2.75, 100-lb. sack
Tobacco Stems, $1.50, 100-lb. bale
Special Prices in Tons and Carload Lots
J. J. FRIEDMAN
285-289 Metropolitan Ave.
Brooklyn, N. Y.

**GLASS CLOTH**
A transparent waterproof fabric as efficient as glass for hotbeds, coldframes, etc.
Sample 3x9 ft., prepaid, $1.00.
Try it out now and be convinced.
TURNER BROS. BLADEN, NEB.

**REED & KELLER**
122 West 25th St., New York
**Florists' Supplies**
We manufacture all our
**Metal Designs, Baskets, Wire Work & Novelties**
and are dealers in
Decorative Glassware, Growers' and Florists' Requisites

**Wired Toothpicks**
Manufactured by
**W. J. COWEE**
**Berlin, N. Y.**
10,000....$2.50 50,000....$11.00
Sample Free
Also manufacturer of 4 and 6 Inch Green Match Sticks, Wired and Unwired.
For Sale by Dealers

205 Richdale Ave., Cambridge, Mass.
2171 Flushing Ave.,
Maspeth, L. I., N. Y.
Estab. 1765 Incorp. 1901
World's Oldest and Largest Manufacturers of
FLOWER POTS
**A. H. HEWS & CO., Inc.**
Cambridge, Mass.



**QUALITY RED POT**
Made of best material by skilled labor, uniformly burned and carefully packed. Famous "Moss-Aztec" Ware includes Azalea Pots, Fern Dishes, Hanging Baskets, Lawn Vases, etc. Write for catalogue and price list.
ZANE POTTERY CO.
So. Zanesville, Ohio

# WHILLDIN POTS



*The* ORIGINAL STANDARD *Made of* STRONG RED CLAY USED AND RECOMMENDED *by the* LARGEST GROWERS *Pot Makers for more than a* CENTURY

*The* WHILLDIN POTTERY COMPANY
Office and Factory: 7th & Wharton Sts, Philadelphia
Warehouse: Jackson Ave & Pearson St, Long Island City, N.Y.




Superior quality, effectively sterilized, always dependable. The florists' standard for over fifteen years.

Insist on Wizard Brand through your supply house or write us direct today.

**The Pulverized Manure Co.**
31 UNION STOCK YARDS
Chicago, Ill.

**Dreer's Peerless Glazing Points**
**For Greenhouses**




Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts
The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.
Write for samples and price.
HENRY A. DREER,
714 Chestnut Street, Philadelphia.

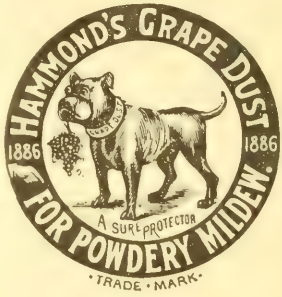
# USED BY FLORISTS FOR 40 YEARS

**Gold Medal Awarded for Good Service at Panama Pacific Exposition 1915**

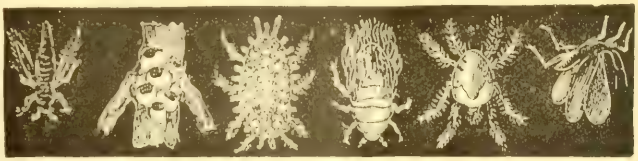



FOR GARDENERS USE
DUSTER IS IN THE KEG
**FOR SOW BUGS, Etc.**




**HAMMOND'S THRIPJUICE, a Contact Insecticide**



Diluted One Part to 40 for Average Use




**USED FROM OCEAN TO OCEAN**
**SOLD BY SEEDSMEN AND SUPPLY DEALERS**

# HAMMOND'S PAINT AND SLUG SHOT WORKS
**BEACON, N. Y.**

# Butterworth of Framingham, Mass.
## One of Our Oldest and Youngest Customers

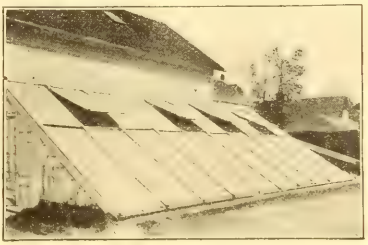
None of us here can remember when it was that J. T. Butterworth first became a Hitchings customer. Even MacArthur, our heating expert who has been with us a quarter of a century at least, says Butterworth was buying heating equipment before he came on the scene.

Just this Spring he bought, from a private estate that was being settled, this Hitchings curved end house, and had us take it down and erect it as a show house attached to the flower shop.

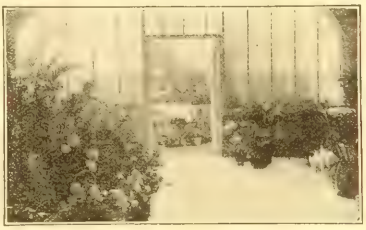
As things now stand, Butterworth himself is doing a lot of smoking his pipe and enjoying life, while his son and daughter do the rustling.

But don't you think for a minute that His Nibbs doesn't know what's going on. Or that as long as he can walk through his orchid houses that he won't do it.

Why, man alive, those orchids are like folks to him. Real folks that converse with him by sign language. If ever you are near Framingham don't miss dropping around to see. A party of four who recently stopped just for a few minutes to look around, staid hour after hour, and then were peeved because the day wasn't longer.



This leanto orchid house is without doubt the oldest greenhouse in the U. S. next to the one on the Lyman Estate at Waltham, Mass. That one was built about 130 years ago. This one 71 years ago.



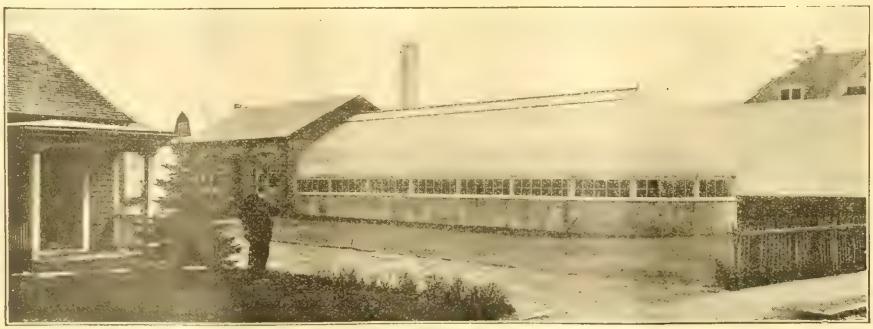
Strange isn't it that more don't wake up to the sales value of a show house opening off each flower shop. Doesn't take long for them to pay for themselves.

**Hitchings and Company**

Philadelphia
133 South 12th St.

HOME OFFICE AND FACTORY, ELIZABETH, N. J.
New York, 101 Park Avenue

Boston-9
294 Washington St.



Doubt if there is a show house in New England that can beat it. Butterworth says it's stronger than that, and he ought to know.

# HORTICULTURE

**September 25, 1922**



Consider Evergreens for September planting.

Our large stock of conifers enables us to furnish strong vigorous plants, that will begin to repay you at once in satisfaction.

Visit our nurseries and see the stock we offer.

## The Bay State Nurseries

**W. H. WYMAN & SON**

North Abington, Mass.

Price list free

Telephone Rockland 26



**EARLY CHRYSANTHEMUMS**

We have had GOLDEN GLOW, the best yellow, for some time, and it has been a welcome novelty as a beginner. But this week our growers promise us fine cuts of two more of the better sorts — SUNGLOW the bright yellow, and SMITH'S ADVANCE pure white. Well grown, well finished flowers—

**Per doz. $3, $4**

**CARNATIONS**

The Divine Flower has been resting through the summer, but she is here again, in good form, and bracing up as the days go by.

**$3, $4 per 100**

**DAHLIAS**

Now in full swing. Large supplies of the best commercial sorts

**$4, $5, $6 per 100**



**CATTLEYAS, VALLEY, COSMOS,** and all other seasonable stock in good supply. Send for Price List.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

BUSINESS HOURS: 7 A. M. TO 5 P. M.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. | PHILADELPHIA 1608-1620 Ludlow St. | BALTIMORE Franklin & St. Paul Sts.

WASHINGTON, 1216 H St., N. W.



## Winter-Flowering Roses

We can still supply the following varieties of Winter Flowering Roses, extra fine stock, out of 3½-inch pots: **Columbia, Premier, Mme. Butterfly, Silvia, Pilgrim, Mme. Cecile Brunner.**

**Prices on application**

## Ferns

We wish to call particular attention to our fine stock of Ferns which we are offering at this time:

**NEPHROLEPIS Victoria** (The Victory Fern). A beautiful, crested form of **Teddy, Jr.**, nice plants, 6 in., 75c. and $1.00 each; 7-in., $1.50 each.

**NEPHROLEPIS elegantissima.** Nice plants, 6-in., 75c. and $1.00 each; 8-in., $2.00 each.

**NEPHROLEPIS elegantissima compacta.** 3½-in., 35c. and 50c. each; nice plants, 6-in., 75c. and $1.00 each; 8-in., $2.00 each.

**NEPHROLEPIS Muscosa.** 3½ in., 35c. and 50c. each; 5-in., 75c. each; 6-in., $1.00 each.

**NEPHROLEPIS, Dwarf Boston.** 6-in., 75c. each; 8-in., $2.00 each.

**Packing added extra at cost**

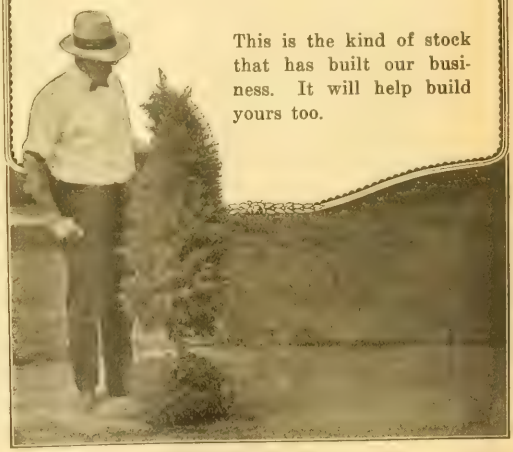
## F. R. PIERSON, Tarrytown, N.Y.

**Telephone Tarrytown 48**



## WYMAN'S Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# September and October

are the months in which you should do your **FALL PLANTING** of **ORNAMENTAL EVERGREENS, PEONIES, IRIS, PHLOX** and **HARDY GARDEN PERENNIALS.**

# October and November

will be the time for **PLANTING** your **DECIDUOUS SHRUBS** and **SHADE TREES.**

You can get **CHERRY HILL QUALITY** in all of the above at **ATTRACTIVE PRICES.**

Come, **LOOK OUR STOCK OVER,** and you will be convinced **IT IS THE BEST EVER.**

# Cherry Hill Nurseries

(T. C. Thurlow's Sons, Inc.) **WEST NEWBURY, MASS.**

Catalog—Not Open Sundays


## NEW ENGLAND NEWS NOTES

A. E. Stantial, of East Belfast, Me., is planning to erect a small semi-iron frame house of King Construction this fall for growing greenhouse plants.

William Allen, of Newport, R. I., died recently. Mr. Allen was gardener to Dr. Alexander H. Rice, and was very well known in the profession. He gained fame many years ago when he originated the Catherine Duer Dahlia, a dahlia which was used in the form of a wreath at his funeral.

Alfred H. Wingett died recently at his home in Lenox. Mr. Wingett was a widely known private gardener.

Thomas H. Wyle, of Springfield, Mass., won seven prizes at the recent Connecticut State Fair in Hartford.

Winfred Dyke and Frank L. Moulton have opened a flower store at 294 Main St., Wakefield, Mass., where they are to carry a full line of cut flowers and potted plants.

A. F. Hopkins, who has been employed in a bank at Branford, Ct., has now joined his father, I. S. Hopkins, in the florist business.

John A. Hodgdon, doing business as the Hub Nursery & Seed Co. and the Consolidated Nursery & Seed Co., of Saugus, Mass., has filed a petition in bankruptcy, with liabilities of $5,216.00 and assets of $264.00.

As usual at this time of year, Fisher, the Florist, of New London, Ct., has been filling his windows with the products of local gardens. This has proved a very popular feature in the past. One of his last displays has been that of annuals and perennials grown by Harry H. Anderson, of Noank. The exhibition included about thirty varieties.

## BOSTON

Prof. Oakes Ames, of Bussey Institute, who has been working on orchids at Kew Gardens, London, and on the Continent, has returned to Boston. He is preparing a publication on the flora of Central America.


**Evergreens**
**For All Purposes**

SUCH AS

Mugho Pine; Hovey's, Globe, Golden, Variegated, Pyramidal and Tom Thumb Arborvitae; Junipers; Japanese Cypress; Spruces; Firs and Pines.

Visit our nurseries or send for price list of everything for garden and landscape planting.

**NEW ENGLAND NURSERIES**
BEDFORD, MASS.

**Bulbs DUTCH Bulbs**

Hyacinths in the choicest varieties.

Single, Double and Darwin Tulips.

Narcissus and Crocus immediate delivery.

Wholesale and Retail

**Damen & Tromp**
80 Patton St., Springfield, Mass.

**GREENHOUSE GRAPE VINES**

8-in. pots, 2-yr. old 8-9 ft. long in excellent condition for fruiting next year.

Black Hamburgh and Muscat of Alexandria at $5.00 each.

A. L. MILLER
Jamaica, N. Y.

**"The Laws of Hybridizing"**
DISCOVERED BY RICHARD DIENER

A discovery of tremendous importance to everyone interested in plant-breeding and plant life. Any form and size of flowers, fruits and grains can be obtained by application of these laws in the quickest possible way. They are the first workable laws ever discovered in plant and animal-breeding. Included is an explanation of What Plant Life Is; Animal Life in Relation to Plant Life; What Plant Sports Are, and other valuable information. A pamphlet of sixteen pages, elegantly printed and illustrated.

PRICE, $5.00

**RICHARD DIENER**
KENTFIELD, CAL.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189'.

Vol. XXXVI SEPTEMBER 25, 1922 No. 6

## THE TALK OF THE TRADE

It would appear to me that any grower operating his plant in full this season is going to face a prosperous year. Business is rapidly swinging into a prosperous state and I think the grower who has been scared off too easily is going to see his mistake. Each day soft coal is becoming easier to obtain and that of course will have its indirect effect on the hard coal.

I am frequently asked by growers who take pleasure in turning out an article that they know is all right in every way why so many storemen will cut the grower down to the very last penny on pot ferns and seem pleased to buy a plant that has been bench grown, dug up, made up in the pot with anywhere from two to five crowns and then turned into the store within a few days to be offered as a pot fern.

Pot grown stock properly grown will give the buyer decent results and is worth much more than the so-called pot grown stock which is really bench grown and not established in the pots.

This inferior bench grown stock brings a price not far from the properly grown plants, and there is no comparison in its value.

There is but little question that carnations this season throughout the entire east are in better condition than the average. The plants are heavy and all set for a fine winter. It is true that there is more than the average amount of stem rot but that of course is easily explained by the exceptionally wet weather. On the other hand, every grower has had enough stock, or been able to get enough stock to replace all losses.

In spite of the fact that Morning Glow has had so many friends in New England, it can easily be seen that the planting is somewhat cut down on this sort. The probabilities are that it has been overdone a little, not with the small grower who handles and sells his own stock, but by the wholesaler




MISS BOSTON AT ATLANTIC CITY

At the recent pageant on the Board Walk Miss Charlotte Trowbridge, the winner of the Boston Beauty Contest, occupied a roller chair which was entirely covered with flowers paid for by Penn, the Florist, of Boston, who gave his orders over the telephone for a lavish display.

shipping to market. When all is said and done, it is a fine, profitable variety, but it would not be safe to recommend it here, there and everywhere. It seems to be distinctly a New England sort. I have seen one grower after another who are top notch men in the profession in other sections of the country who don't seem to make Morning Glow do what it should.

The coal situation is without doubt the most serious problem facing the florist today. It seems to resolve itself, however, to the point of the large grower against the small grower.

In most instances the large commercial florists either laid in their coal or had it bought in advance at a so-called reasonable figure, at least near the bottom of the market. On the other hand some of the small growers are without their coal now, and of course a large per cent of the smaller growers burning anthracite are facing difficulties not so readily solved. I see many instances of houses being cut out after cold weather.

While the Dutch bulbs have been late in arriving, that fact is more than atoned for by their quality. I have recently had occasion to talk with representatives of all the seed stores in Boston, and the unanimous opinion is that they never saw a better lot of bulbs than those which are coming in at the present time. Hyacinths seem to be particularly good, but all kinds are in fine shape. Some difficulty has been found in getting them stored, owing to the continuous wet weather. I have never seen Peter Miller soaked to such an extent as on one of the recent wet, muggy days when I visited the Thomas J. Grey establishment. Of course, I needn't hesitate to add that it was perspiration with which he was soaked, but that was running off his face as a result of his exertions in getting bulbs under cover on a day when the rain came down in torrents every few minutes.

Apparently the high price of paper-white narcissi is being reflected in a greater demand for the so-called Chinese sacred lilies. The price of these lilies has not varied greatly, and accordingly florists are beginning to buy them in greater numbers. It was recently reported that a large shipment was started from New York to Seattle.

On a recent visit to Castle Hill Farm in Ipswich, of which Mr. Robert Cameron is superintendent, I was much interested in a lot of new hotbeds because, instead of being built of cement or planks, they were constructed of hollow tile. Mr. Cameron said that the expense was considerably less than would have been the case had either of the other materials been used. Without doubt hollow tile has special advantages for such a purpose, being slow to reflect changes in the atmosphere. It seems likely that they can be put up rapidly, and their inexpensiveness should make them worth investigating by gardeners and florists. I shouldn't be surprised to find them used quite extensively in the future wherever permanent hotbeds or coldframes are to be constructed.

Arthur Hans, the gladiolus grower of Woburn, Mass., shipped 1,500 gladioli to the Poland Spring House, Maine, to be used for decorations for a fashionable wedding. The colors were assorted white, blue and pink. Philip Flaherty, who has charge of the greenhouses at the Poland Spring establishment, came to Woburn to make the selection.

Mr. Hans has recently developed a location on Washington St., where he has twelve acres, nearly all of which is under cultivation. Formerly Mr. Hans was in Billerica, but finds better business facilities in his new location. Mr. Hans is an old timer in the bulb trade. At one time he was agent for a firm in Belgium, and it was in Holland itself that he learned how to grow bulbs to the best advantage.

## NEW ENGLAND

A. A. Bowker, the Upton, Mass., florist, was one of the judges at the recent fair of the Upton Farmers' Club at which Senator Lodge was the principal speaker.

Irving Stewart, son of George F. Stewart, the well known superintendent of the Lyman estate in Waltham, is to succeed James Methven, at Readville, Mr. Methven going to Faulkner Farm.

The robbery was recently reported of $850 from Frank Moffatt, an aged employee of Mrs. Florence Austin, the florist, Upham Road, Milford, Mass.

The Outpost Farm and Nursery Corporation, of Delaware, has bought 612 acres of land in Danbury and Ridgefield, Ct., for growing nursery stock.

## SELLING COSTS

### How They Should Be Divided—Retail Profits

At the recent Florists' Convention in Canada great interest was taken in a discussion on finding the operating costs of a retail business. This was led by Mr. McFadden. Mr. McFadden made it clear that the figures he used did not represent the figures of any special business but had been worked out on a percentage basis and in a way which it was felt would make them useful as a guide for the average florist. He explained that conditions varied in connection with every establishment and that the figures could only be taken as approximate and used as a basis for comparison. They represented the averages of a number of establishments whose figures had been examined.

"When you buy flowers," said Mr. McFadden, "you should aim to sell them at the rate of $2.00 for every $1.00 you pay. This represents an increase of 100%. In the case of made-up work they should be sold at the rate of $3.00 for every $1.00 spent for the stock. This represents an increase of 300%, making an average increase of $1.50." He claimed that florists would find that an hour a day spent in entering up their records in a cash book would prove profitable.

Under the heading of "Cost of Merchandising" he showed that the purchase price on the foregoing basis of flowers represented 50% of the sale price and of made-up work 33½%, making a total of 83½% or an average for the two grades of goods of 42%.

The overhead expense averaged about 5.3%. Under this heading he placed rent and taxes at 4.5% of the gross sales, insurance at .02% and light, heat and water at 5.3%. Under the head of "Running Expenses" he placed petty expenses such as telephone, car-fare, etc., at 3%, wrapping boxes, paper and twine at 3.5%, depreciation 1% and advertising 5%.

"Delivery Costs" were placed at 3.5%. This should cover the cost of operating the cars, depreciation, etc.

"Wages" were placed at 25%. Mr. McFadden claimed that the proprietor should allow himself a fixed salary and charge it up in the usual way. The cost of "refrigeration" was placed at .05% and "bad accounts" at .05% making a grand total of 88%. This left a profit of 12% on the gross sales. From this, however, would have to be deducted interest on the investment which would probably reduce it to about 9%. Mr. McFadden made it clear that this estimated profit was on the gross sales and not on the capital invested. He believed that retailers should aim to make at least that amount of profit on their sales.

Mr. Yavner of Toronto thought that a profit of 5% on the gross sales was about as good as any retailer could expect to make.

# GARDENERS IN BOSTON

## Twelfth Annual Convention One of the Largest and Most Successful Ever Held

### OFFICERS ELECTED

**President, John Barnet, Sewickley, Pa.**

**Vice-president, David F. Francis, Cleveland, Ohio.**

**Secretary, Martin C. Ebel, New York.**

**Treasurer, Montague Free, Brooklyn, N. Y.**

**New Trustees, Thomas W. Head, Red Bank, N. J.; D. L. Mackintosh, Alpine, N. J.; Arthur Smith, Madison, N. J.; Robert Cameron, Ipswich, Mass.; Andrew J. Dorward, Newport, R. I.**

It was a very successful convention which the National Association of Gardeners held in Horticultural Hall, Boston, September 12-15. The attendance was large, the weather was favorable and many important matters were considered.

As Mayor Curley was unable to be present, Corporation Counsel E. Mark Sullivan welcomed the visitors to the city, and a witty response was made by D. L. Mackintosh, of Alpine, N. J. Pres. A. C. Burrage, of the Massachusetts Horticultural Society, and the recent recipient of the George R. White medal for eminent service to horticulture, made a special plea for the preservation of the wild flowers. He said that not only must the wild flowers be saved from destruction, but the seeds of these flowers should be planted to increase the number.

Commissioner of Agriculture A. W. Gilbert welcomed the visitors in behalf of the State.

Miss Marian R. Case, of Weston, representing the Garden Club of America, made an address which was heard with much interest, in which she described the remarkable work which she is doing for boys on her place, giving them practical experience in gardening matters while teaching them the first principles of horticulture and encouraging them to seek for a more advanced education along such lines.

The feature of the opening session was the address of Pres. Robert Cameron, and something of a sensation was made by his attack on Quarantine 37, as in past years he had seemed to



DELEGATES TO NATIONAL GARDENERS' CONVENTION

Front (Left to Right)—Mrs. W. J. Sealey, Port Chester, N. Y.; Martin C. Ebel, Secretary, Summit, N. J.; William Thompson, Sewickley, Pa.; Mrs. William Kleinheinz, Elkins Park, Pa.; John Barnet, President-Elect, Sewickley, Pa.; Mrs. John Kuhn, Philadelphia, Pa.; Dorothy Ebel, Summit, N. J.; Helen Hambler, Freeport, L. I.; Robert Cameron, Ex-President, Ipswich, Mass.; Mrs. William Anderson, South Lancaster, Mass.

Back (Left to Right)—George Strange, Port Chester, N. Y.; William Kleinheinz, Elkins Park, Pa.; William J. Sealey, Port Chester, N. Y.; John Kuhn, Philadelphia, Pa.; Joseph Manda, West Orange, N. J.; William F. Leary, New Rochelle, N. Y.; William Anderson, South Lancaster, Mass.

favor this quarantine. He admitted that he had made a complete about face in the matter.

On Tuesday evening no business was transacted, the evening being given over to an illustrated lecture on the Arnold Arboretum, by E. I. Farrington, Editor of Horticulture.

At the morning session on Wednesday the several amendments to the by-laws which had been proposed were adopted after considerable debate. A unanimous vote was passed urging the Federal Horticultural Board to modify the present stringent regulations so that rare and interesting plants from other lands may be admitted for the use of amateurs.

Mr. W. N. Craig declared that the Federal Horticultural Board had made itself a tariff board and was keeping out plants greatly needed in America for ornamental purposes. Mr. Mackintosh, of Alpine, N. J., replied to Mr. Craig, saying that the quarantine was doing much to benefit American horticulture.

The only contest in the election of the principal officers was for Vice-president, the names of David F. Francis, of Cleveland, Ohio, and William Gray, of Newport, R. I., being proposed. Mr. Francis was elected. It was voted to hold next year's convention in Pittsburgh, and President-elect Barnet promised a warm welcome.

### The Banquet

The annual banquet was held at Hotel Brunswick, which was the official headquarters of the convention, on Wednesday evening, and was largely attended. Judge Charles W. Hoitt, of Scituate, made a delightful toastmaster, and aroused much laughter by his witty remarks.

Judge Hoitt was introduced by W. N. Craig, General Chairman of the Committee on Arrangements, and in turn presented the following speakers: Robert Cameron, retiring president; John Barnet, the new president; D. L. Mackintosh, a former president; ex-president Thomas W. Head, of Red Bank, N. J.; James Stuart of Mamaroneck, N. Y.; Secretary M. C. Ebel; William Kleinheinz, of Ogontz, Pa.; William Munroe, of Mateo, Cal; Edward I. Farrington, of Boston; J. H. Troy, of New Rochelle, N. Y.; Mrs. B. Hammond Tracy, of Wenham; Joseph McMahon, of Des Moines, Ia.; W. A. Manda, of South Orange, N. J.; Joseph Manda, of West Orange, N. J., and James Wheeler of Natick.

### Watch for Craig

One of the pleasantest features of the evening was the presentation to Mr. Craig of a beautiful gold watch and chain. A witty presentation speech was made by Mr. Mackintosh, allusion being made to Mr. Craig's retirement from the position which he has long held as superintendent of Faulkner Farm in Brookline, to enter the commercial field for himself. Mr. Mackintosh spoke of the debt which the association owed Mr. Craig for the great amount of hard work which he had devoted to its interests. Mr. Craig was much affected, but responded briefly, thanking his friends for their gift and kind thoughts.

### Two Days of Sight Seeing

Thursday and Friday were occupied with trips to the leading estates in and around Boston. Fifty machines and nearly 225 people were counted the first day, when a tour of the North Shore was made. Most of the gardens were visited for only a few minutes, but several hours were spent at the Richard T. Crane estate in Ipswich, of which Mr. Cameron is superintendent. Here an elaborate clam bake was served on the beach, and Mr. Crane himself made a short speech of welcome, being introduced by Mr. Mackintosh. During the trip refreshments were served by Mr. Burrage of Orchidvale, at the Proctor estate in Topsfield, of which James Marlborough is the efficient superintendent, and by Mr. and Mrs. B. Hammond Tracy of Wenham.

The second day's trip took in the Hunnewell estate at Wellesley, where the many rare trees and shrubs were admired, the Larz Anderson estate, Faulkner Farm, the C. S. Weld estate and Prof. Sargent's estate in Brookline, the Arnold Arboretum and Franklin Park.

## ATTACKS QUARANTINE 37

### Pres. Cameron Also Says Nursery Prices Are Too High

In his annual address Pres. Robt. Cameron said in part:

"Throughout the country during the past year business conditions have not improved greatly. Consequently our profession has suffered somewhat from that cause. One particular outstanding cause for so few new large estates being developed at this time is the outrageous prices Nurserymen are charging for plants. The injury that is being done to our profession is serious and until a law is passed to protect customers from such scandalous prices, gardening and horticulture of every description is to suffer. There is no real reason for this condition, as labor is plentiful and a good deal cheaper.

"Our aim as professional gardeners is the beautifying of the country, therefore our Association should do its utmost to get the material such as everyone who so desires can obtain to beautify their homes. Quarantine Bill No. 37 is one of the best things that has happened in a century to enable the Nurserymen to get rich quick. This has given them an excuse for the unreasonable prices with the pretext that there are not enough plants to supply the demand.

"There were quite a number of men in the early part of the year looking for employment. Owing to the economical conditions of the country there were not so many positions filled as was anticipated. The reason for so many asking for changes was brought about largely on account of many of the large estates reducing the number of men in their employment, thus making, it in many instances, almost impossible for superintendents and head gardeners to run the estates with credit to themselves. Our country at the present moment is suffering acutely from coal and railway strikes and the outlook at the present time is anything but encouraging to those having large greenhouses on their estates.

"Young assistant gardeners are no more plentiful. In previous times Great Britain, Germany, Switzerland, France and other European countries kept us well supplied, but since the World War there is a decided shortage. Young American boys have not taken kindly to gardening under the old way of training. It gives me great pleasure to announce at this time that the Massachusetts Agricultural College at Amherst, in co-operation with the National Association of Gardeners, has made arrangements whereby a special course of training for gardeners is to be established. The Massachusetts Agricultural College will conduct the theoretical instruction, while the National Association of Gardeners will take the responsibility of seeing that the training of the practical work is carried on properly. The course of training is planned with the expectation of fitting men for practical gardening, either as commercial florists, nurserymen or as gardeners on estates, foremen and superintendents in parks.

"The Massachusetts County Agricultural Schools are turning out useful boys and many of them are interested in gardening. I have had several of them and they have given good satisfaction.

"Throughout the country there is evidence that the public is being

aroused at the wanton destruction of our native flowers and plants. Clubs and societies are urging their members to do all in their power to protect the native flora. Let our Association go on record as opposed to the ruthless and thoughtless pulling and destroying of our native flowers and plants along our roadsides by automobolists and others. Let us also protest against the destruction of our beautiful laurel and other Christmas greens for decorations.

"Our Association should be given more publicity. The notices in the Gardeners' Chronicle are not sufficient. We ought to have well written up notices in other magazines. Instead of having the advertising continuously in the Gardeners' Chronicle, discontinue it in that magazine for a time and put it in some other magazine,—that is, if we can't afford to have it in more than one. I would like you to give this your consideration. This would bring our Employment Bureau into more prominence and help those who are looking for employment.

"School gardening is of immense value, not only to the children but to the parents also. What the children are taught about gardening creates a love for horticulture and in this way the beautifying of home surroundings and the improvement of villages and towns are feeling the effects of this good work. The Exhibitions of the products of children's gardens are larger and of better quality than ever before Let us help this good cause along by always giving willingly information and encouragement to those who need it.

"The time of the year when we hold our convention should be given consideration. We hold the convention too late in the season and the estates which we visit are not seen at their best. This part of the program is of great educational value to gardeners. I personally believe that about the middle of August would be nearer the right time to see gardens and estates when they would be at their best. This subject should be given our consideration.

"If there are any gardeners here who do not belong to this Association I extend to you an invitation to join the National Association of Gardeners. In unity there is strength. Don't be selfish. Don't join the Association just to see what you can get out of it. Instead of that, join the Association to see what help you can give to it. Have the right spirit, join the Association with the idea of helping every brother gardener and every lover of horticulture."

# WILSON WARMLY WELCOMED

## Given a Right Royal Greeting by the Horticultural Club of Boston

Ernest H. Wilson, assistant director of the Arnold Arboretum, who has just returned from a foreign trip which lasted over two years, and in which he covered 100,000 miles, was given a right royal welcome by the Horticulture Club of Boston at the Parker House, Wednesday evening, September 20. Mr. Wilson is president of this organization, having been kept in office during his absence, and there was a large gathering of club members and invited guests to celebrate his safe return.



Ernest H. Wilson

Vice-president F. R. Pierson, of Tarrytown, N. Y., presided. Others at the head table, besides President Wilson and Secretary Fred Wilson of Nahant, were Leonard Barron, of Garden City, N. Y., W. C. Stickel and Allan Peirce. Charles S. Strout of Biddeford, Me., Alexander Montgomery and W. O. Roy, of Montreal, Canada, were among those present.

Judge C. W. Hoitt made the address of welcome for the Club at the close of an elaborate banquet. A silent toast to the members who had died during Mr. Wilson's absence was drunk standing, after which the president was called upon to report on his wanderings. He thanked those present for the honor done him, and then gave a most interesting review of his trip.

After spending a few days in England he went to Australia, and was south of the equator most of the time while away. He said it was very difficult to get accustomed to conditions the other side of the line, as both the seasons and the vegetation were entirely different. It was hard to realize that the north, where the sun was to be seen, was not south, and that September and October were the spring months.

In Western Australia he was impressed by the absence of bright green color in the foliage. Practically all of the trees are yellowish green. The dominant tree is the Eucalyptus in many forms. The broad leaved evergreens in that section have their foliage on edge instead of with the broad side exposed to the sunlight. Some of the Eucalyptus trees are the tallest trees in the world, although not the biggest. Yet there are some kinds of Eucalyptus only two feet high. Several varieties have brilliant orange scarlet flowers eight inches across. The trunks of some of the Eucalyptus trees are as white as marble, and often there are no branches for a hundred feet or more. To walk through a forest of these trees is like passing through some gigantic cathedral with marble columns.

Grevillea robusta, grown as a greenhouse plant in New England, makes a tree in West Australia, and carries handsome flowers.

Another tree called Jarrah in West Australia is the one from which paving blocks are made, although it seems too valuable for that purpose, as it is much like mahogany. Curiously enough this tree will grow nowhere else in the world.

Another tree which interested Mr. Wilson was the raspberry jam tree which smells exactly like raspberry jam. The botanical name is Acacia acuminata. This tree is very remarkable, as it will grow to be seventy feet high in locations where there is only seven inches of rainfall. Pres. Wilson predicted that these trees were going to change the whole aspect of the arid sections of Western America, where they probably can be grown readily.

On the way to South Australia he found water being carried four hundred miles to the gold fields.

In New Zealand all the trees are evergreens, none of them being bare at any season. New Zealand he found an unusual country. Nobody there is

very rich and nobody very poor, so that the people are happy and contented, unless it is the housewife, who wants an assistant for cooking. Maids are harder to find there than they are in America.

The tree ferns are very impressive, some of them having jet black stems, and make a tremendous growth. They grow in the semi-darkness of the forest, and one must walk on the crowns to keep from sinking into the bog.

In Tasmania, where the apple industry flourishes, Mr. Wilson was interested to find that the popular varieties are the Rhode Island Greening and the McIntosh Reds. Hops, which will not grow in Australia, are a big crop there.

Returning to Australia, Mr. Wilson visited other sections and said he considered Melbourne the country's most beautiful city. He was interested to find the Hadley rose growing well there, and very popular. Near Melbourne he visited a chrysanthemum grower who is well acquainted with several American growers, including Mr. Totty.

Mr. Wilson didn't like India very well, but found some interesting things there. India is the true home of Dianthus chinensis, which in spite of its name has never been seen in China except in cultivation.

Considerable time was spent in Africa, and Mr. Wilson found much of interest from a botanical standpoint, and many very pleasant people.

South Africa pleased him very much, especially the flora. It was pleasant to find Agapanthus umbellatum growing wild in the swamps. There are five hundred species of heather in South Africa, and they make a fine showing. There are no cacti on the African continent, but Euphobias take their place. Amaryllus belladonna grows wild, and usually comes out in great abundance following a wild fire. The scarlet geranium grows wild, and is very common. Watsonias flourish, but usually mark poor soil, while Pelargoniums indicate good soil, according to the farmers.

It is impossible to give more than a very brief outline of Mr. Wilson's long talk, which was heard with the greatest interest.

As a souvenir of the occasion each guest carried away a daintily framed photograph of the distinguished traveler.

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Jas P. Thornton, for several years located on East Broadway, So. Boston, is now on Dorchester street, having been obliged to move because of changes made in the building.

# BOSTON DAHLIA SHOW

## Record Breaking Attendance — Many New Seedlings Are Exhibited

More than 6100 people attended the Dahlia Show in Boston, September 9 and 10. This was a thousand more than last year, and many more than at any other summer show. Apparently the dahlia remains the most popular flower with the great mass of garden lovers. It was an excellent show, and all the space was filled, one room being given over largely to fruits and vegetables.

Most of the flowers were arranged in bottles in long rows, but the Quanapowitt Dahlia Gardens of Wakefield departed from this custom and presented a table on which the flowers were arranged in baskets and vases with foliage and ribbon decorations. This added much to the beauty of the show.

The largest exhibit was made by J. K. Alexander, of East Bridgewater, who had 4400 blooms, in charge of Mr. Alexander's son, Herbert. Among the novelties was President Harding, originated by Mr. Alexander and exhibited for the first time. Helvetia, a white and scarlet single dahlia from Holland, also attracted much attention. Mr. Alexander showed several dahlias which he considers of special value for florists, including Madonna, pure white; Maud Adams, white, tinted pink; F. A. Walker, pink. Latona, a peony dahlia from Holland in autumn shades, was one of the prettiest in the Alexander collection.

Mrs. Florence A. Southwick, of South Milford, won first prize for her show of the California dahlia, Mariposa. Mrs. Southwick, who is an extensive grower, had an excellent exhibit.

Thomas Leavitt, president of the New England Dahlia Society, had a very large collection, including many imported novelties. There are few growers outside the professional class who have so many rare and unusual dahlias as Mr. Leavitt, whose gardens are in Assinippi, Mass.

The only retail florist to exhibit was H. R. Comley, who showed dahlias artistically arranged in baskets.

One table, shown by W. H. Cruff of Marblehead, was devoted to seedlings of the famous peony dahlia known as Geisha, some of which were very beautiful.

Joseph Breck & Sons showed the Mrs. Calvin Coolidge, which is announced as a new variety to be put out next year. It is a large dahlia of the peony type and of a delicate orchid color. These growers had a very large and well arranged exhibit.

Sunbeam Farm of Beach Bluffs had several new varieties of special merit on exhibition. One which had been named Mrs. Lillian C. Little is a hybrid cactus, of a light orchid shade. Sorosis Souvenir is another novelty, a very large dahlia and one never shown before.

Thomas H. Hughes, one of several growers from New Bedford exhibiting at the show, had a particularly large number of dahlias in the new autumn shades, which are in great favor at the present time. His exhibit also included what was probably the largest dahlia in the show, an enormous bloom called The Bashful Giant, and a product of the Judge Marean strain.

Edgar Darling, also from New Bedford, is noted for his cactus dahlias, and his table included many remarkable varieties of this type. A. W. Hathaway, a third New Bedford exhibitor, was particularly successful with show dahlias.

George F. Fish, of Bedford, a travelling salesman who grows dahlias as a hobby, had a large number of novelties, some of huge size, which he has produced in his leisure.

Fottler, Fisk & Rawson showed a novelty in Margaret E. Willis which aroused much interest. It is a peony-flowered dahlia and lavender in color. In their exhibit was also a French dahlia called Marguerite Boucheron, of much beauty. They also showed Patrick O'Mara, very well grown.

The awards for flowers follow:

### The Awards

John Allen French Fund. **Dahlias, Show and Fancy,** 12 blooms, 1st, S. R. Loker; 2d, W. S. Symonds. **Cactus,** 12 blooms, 1st, S. R. Loker. **Decorative,** 24 blooms, 1st, Thomas Leavitt; 12 blooms, 1st, Hayden & Storey; 2d, S. R. Loker. **Peony, Flowered,** 12 blooms, 1st, Thomas Leavitt; 2d, S. R. Loker. **Pompom,** 1st, W. H. Symonds. **Collection,** 1st, E. M. Gerould; 2d, E. W. Darling. **Wild Flowers,** 1st, Mrs. F. C. Upham.

Gratuities: Joseph Breck Co. Meritorious Display, Silver Medal. Norman and Hazel Anderson, Amateur Display. George Gill, Decorative Display. D. H. Gruff, Dahlia Seedling from "Geisha." Honorable Mention. Loren D. Towle, L. C. Colemaniana. First Class Certificate. E. F. Dwyer & Son, Seedling Dahlia, Honorable Mention. Henry Comley, Basket of Dahlia Blooms. Mrs. C. D. Benedict, Decorative Display, Honorable Mention. G. L. Fish, Display of Seedling Dahlias, Honorable Mention.

## DAHLIA NOTES

Flowers are to be given special attention at the great Brockton (Mass.) Fair, October 3-7. It is expected that there will be a particularly fine display of dahlias. The exhibitors will be required to maintain fresh flowers in receptacles during the five days of the fair. Dr. S. Irving Moody, well known as a grower of dahlias and gladioli, will have charge of the flower show.

Among the seedlings which are being developed on the dahlia farm of J. K. Alexander of East Bridgewater, there is one which excites special comment. It is called Grace Kirschner, and belongs to the peony class. The colors are rose and white. Mr. Alexander has been growing several California importations, which he considers unusually satisfactory for New England. One of them is George Walters, a salmon pink hybrid cactus of large size, and a pure white hybrid cactus, Mrs. N. E. Estes, which is one of the largest dahlias he has ever grown. Mr. Alexander is also much pleased with Tom Lundy, a hybrid cactus dahlia with very large deep red flowers.

At the recent flower show of the Horticultural Society at Worcester, Mass., a leading feature was the dahlia display of J. Frank Cooper, who has been remarkably successful with these flowers.

Capt. Thomas G. Bemister, of Woodside St., Salem, Mass., has become widely known as a dahlia expert. Mr. Bemister has originated several new varieties of unusual merit.

Mr. Ernest H. Littlefield, of Brewer, Me., has come to be known as one of the most successful dahlia growers in the Pine Tree State. He has been particularly successful in producing large blooms, having some flowers of the decorative type ten inches in diameter. He recently had a display of 125 varieties at the store of the R. B. Dunning Co., in Bangor.

At the recent largely attended flower show in Lawrence, Mass., Charles Dutton had an unusually attractive display of dahlias. Mr. Dutton, who lives at 18 Greenfield St., makes a specialty of pompon and miniature dahlias.

Henry Thibault, of Marlboro, Mass., is one of the largest dahlia growers in that section, having about 2400 plants this year.

At the September meeting of the New Bedford, Mass., Horticultural Society, Thomas Hughes of Brownell St., New Bedford, who has been very successful in growing the dahlia, discussed that flower. The dahlia show was held on September 20-21.


# King GREENHOUSES

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**Kills Plant Insects, Scale and Mildew**

***Used by Leading Gardeners***

**Bbls. $90 ½ Bbls. $50 10 gals. $20 5 gals. $10**

Glen Cove, L. I., October 18, 1921.

ANDREW WILSON, Inc.,
Springfield, N. J.

Gentlemen:

Having used your Plant Spray for the last four years, I have now cleaned my Box trees of Box mite after all other remedies had failed, and am now using it for greenhouse and outdoor spraying.

You can use this letter any way you think fit for the benefit of my fellow gardeners.

Very truly yours,
J. W. EVERITT.

Supt. J. T. Pratt Est.

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**Springfield, New Jersey**

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SUBSCRIPTION RATES:
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**Cash in Advance** Without doubt there are plenty of people in all lines of the trade who would be immensely pleased if they could establish a cash in advance plan of doing business. Unfortunately nurserymen, seedsmen and florists alike apparently find it necessary to do a great amount of credit business. Nevertheless some of the nurserymen have set on foot a project which they hope will change the situation to a large extent. The Western Association of Nurserymen is particularly active in this respect, and the work which they are doing is worth the special support of the nurserymen who sell through agents.

Mr. Paul C. Stark of Louisiana, Mo., at the recent convention of the Southern Nurserymen's Association, had something to say about the results that are being secured. He said that his own company is putting their salesmen under bond, and the salesmen are starting to collect part cash with the orders. The salesmen themselves have been brought to favor the plan because of the prestige which they acquire when they are advertised as bonded salesmen.

The "Part Cash in Advance Plan," as it is called, requires that a certain amount of the total order be paid when the order is given. The customer is protected by the credentials which the salesman carries, and which guarantee him to be the representative of a reputable house that will make good all its promises. Doubtless crooked salesmen and likewise crooked buyers will not appreciate such a plan but, as Mr. Stark points out, their objection is really the best of recommendation. He has declared that nurseries adopting this plan have fewer orders cancelled, make better collections, have less stock left on hand, and suffer fewer bad note losses.

Moreover, and this is a very important consideration in many instances, the extra capital received early in the season reduces the amount of money which must be borrowed from the bank. It is quite likely that the "Part Cash in Advance Plan" will receive wide consideration from nurserymen doing an agency business.

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**Avoiding Gluts** Thinking over the recent convention at Kansas City, members of the S. A. F. are finding special meat in the paper of Major O'Keefe, of Boston, in which he discussed co-operation advertising and similar projects. There are plenty of markets where there have been gluts this summer, and where there are sure to be gluts the coming year. Major O'Keefe thinks that gluts in many instances are due to a failure to co-operate. Because of this fact dealers become excessively cautious. They order short and again become losers because they have not stock to meet the demand. There is a regular up and down game because the dealers have not taken measures to learn just what the entire community will consume, and have not planned their buying so that there will be no danger of overstocking on the part of any one of them.

The Major contends that there is more money in working together to build a $50,000 yearly market into a $100,000 market than there is in each one trying to grab more than he can carry. Without doubt he is right in what he says, that the lack of accurate market knowledge is a very serious factor in the business of many florists. This is particularly true because of the delicacy and short life of this stock which florists sell. In every community there is a possibility of increasing the consuming power, but this is not to be done by sporadic advertising splurges on the part of single local distributors. It must be brought about through systematic and carefully thought out effort on the part of all affected. This is the secret that underlies merchandising success in all lines. Florists will "say it with flowers" to their own advantage only as they study and develop the market along constantly widening avenues.

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**The New Market** Florists the country over will unite in congratulating the growers of Boston in having at last settled the much mooted question of a general marketplace. The new building which has been acquired by the Flower Exchange, which now includes the members of the Co-operative Market, is an admirable one. There are still some florists who think the situation is not the best, but there is every reason to believe that their objections will soon be swept away. Not only is the Cyclorama Building, which has been acquired, a historic and interesting structure, but it is a building which can easily be remodeled so as to make it unrivaled as a market house. We believe that the new flower market in Boston will come to be one of the noteworthy objects of the city, and one which the announcers on the sight-seeing busses will not long ignore. What is more, it will do much to unify the business in Boston, and to allow for expansion which is bound to come. Likewise as an investment it is likely to pay excellent dividends to the growers who have unhesitatingly put their money into the venture.

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**Editorial Notes** It is interesting to note that the Hon. Thomas U. Sisson was beaten for nomination to Congress from Mississippi because he saved his 1921 allotment of free seeds to use in conducting his 1922 primary fight. When his opponents learned this fact, they used it to deliver most effective body blows in the primary campaign. It is to be hoped that this whole free seed business will soon be swept by the board, and that our representatives will see to it that—to quote the Seed World—"The People do not care to exchange votes for seeds."

Carnation growers in this country will be pleased to learn that C. Englemann, of Saffron Walden, Eng., a carnation grower known the world around, is soon to pay another visit to America, sailing on the Majestic late this month. Mr. Engelmann is a fine fellow personally, as well as an exceptionally good grower, and he will again receive a warm welcome when he reaches the American shores.

Speaking of carnations, we have been reminded that Maine Sunshine was not raised by Strout of Biddeford in the first place, although it was due to his enterprise that it has been so widely disseminated. This variety was first exhibited by Cottage Gardens Co., of Queens, N. Y., although only under a number. It went to Strout an unnamed seedling, soon to receive wide publicity and popularity.

# COMMONWEALTH

Brighter and deeper pink than Premier. Almost immune to black spot and mildew. A rose you can flower for twelve months per year. **A forcing rose** of the highest quality.

We shall disseminate Commonwealth for the Montgomery Company in 1923. Only grafted plants offered.

**A. N. PIERSON, Inc., Cromwell, Connecticut**


# PUSHING NURSERY SALES

## Important Points Brought Out by V. D. Hill at the Southern Nurserymen's Convention

One of the most important addresses given at the annual convention of the Southern Nurserymen's Association in Lexington, Ky., was by Mr. V. D. Hill, of the D. Hill Nursery Co., Dundee, Illinois, and many of the points brought out by Mr. Hill will be of interest to nurserymen all over the country. Mr. Hill said in part:

"I find that I am assigned the subject of 'Growing Evergreens,' but as it is of little use to grow Evergreens or any other Nursery stock for that matter, unless it can be sold, I will take only a few minutes of your time to cover briefly some of these points as they appear to me.

"Before the war, it was, of course, customary to import many of the different varieties of Coniferous and broad-leaved evergreen trees and shrubs. It was generally understood that a great many things could not be grown here in America through lack of skill or soil or climatic conditions. It was thought that the propagation of some of the Junipers, Thuya, Taxus, Cedrus, Cupressus and Biota varieties required some secret process such as only foreigners possessed. Rhododendrons and Azaleas and Boxwood were out of the question. Magnolias, Camellias, Abelias, Ligustrums, Viburnums, etc. were a down-right impossibility for American growers to even attempt. One writer even went so far as to say that American growers didn't have the intelligence to grow certain needed articles of stock formerly imported.

"Gentlemen, I am glad to say that these myths were soon exploded. As one travels around the country there is plenty of evidence that the stocks are already here or on the way. The Central and Eastern growers are getting into their stride. All through this great beautiful South land, your leading growers, big and little, are equipping themselves to produce trees and plants formerly imported from Europe and Asia.

"The Pacific Coast with its especially favorable climatic conditions also offers wonderful opportunities for the growing of varied lines of Nursery and Florist stock, and these are being taken full advantage of by the growers there. There is in process of production a vast amount of needed stock that will help to fill the gap, and put American horticulture on the map.

"With all this intense activity in the production of Nursery stock going on all over the country, what will the outcome be? For a few years the market will undoubtedly absorb what is produced, but after that, unless something is done, there will unquestionably arise the old problem of overproduction and brush piles, useful only for bonfires, also ruinous prices, both wholesale and retail, with cut-throat competition.

"The Nursery industry is composed of about 4,000 nurserymen, with annual sales of about twenty million dollars. These figures are from the 1920 census. Leading members of the Nursery industry agree that twenty million dollars is less than one-fifth of the present potential market. One hundred million dollars in sales should be reached or substantially approached by the Nursery industry in the next ten years. This advance in sales is entirely within the range of practical accomplishment.

"The consuming public of 110,000,000 people of this nation will gladly pay an average of $1.00 each to the Nursery industry for the utility and beauty of trees and plants. We, however, as a Nursery industry must develop tree planting into a national habit. This can be done by reminding this vast audience again and again throughout the year to plant trees.

"The Nursery industry has neglected to promote the idea of a tree planting habit. The Nursery industry has been playing its tune on the piccolo, while other industries have been beating a bass drum. It is time to kindle the fire beneath the boiler, get up steam, blow the whistle and go ahead. Failure to do this means that the Nurserymen will be left waiting at the depot.

"We all know what success the Florists have had in their 'Say it with Flowers' campaign. As a result of this publicity, the live Florists are getting rich, and even the sleepy Florists make money and sell goods in spite of themselves, because of the tremendous demand created by a unified activity."

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Efforts are being made to establish a Rose Society at Fitchburg, Mass. The matter is being agitated by City Forester Guy A. Hubbard.

J. K. Alexander, the well known dahlia grower of East Bridgewater, is now fast recovering from a long illness which has kept him in bed for many weeks the past summer.

# NEW MARKETPLACE

## Cyclorama Building on Tremont Street Selected for Boston Flower Exchange

It was good news to the members of the Boston Flower Exchange and the Co-operative Market when they were informed last week that a definite location had been decided upon for the new marketplace. Most of them, too, were well pleased at the choice of the old Cyclorama Building, on Tremont St., near Clarendon, at a cost of $170,000.

Negotiations had failed to secure the two other good sites, and there are many reasons to believe that the Cyclorama Building will in the end be far preferable. In fact, it is difficult to see how any better site for the purpose could readily be obtained. The Cyclorama Building, which was built to house the great picture of the Battle of Gettysburg many years ago, extends from Tremont St. through to Warren Ave. It will have a total ground area of 29,500 square feet.

At present there is a brick structure facing Tremont Street in front of the dome under which the Cyclorama was housed. This building probably will be left standing. The dome will be taken down and the building mentioned extended back so as to cover the area.

The entire ground floor is to be left open for market purposes, and will have almost twice the space to be found in both the present markets combined. There is a fourteen-foot basement covering almost as much space, and there will be a large number of offices available in the upper stories.

It is believed that the entire wholesale flower industry of Boston can be accommodated under one roof, and that this building will serve all the purposes of the trade for at least fifty years, allowing for whatever expansion there may be.

Apart from the conveniences offered by the building itself, the parking opportunities commend the location. On the Tremont Street side a park is formed by the junction of several streets, giving ample room for the manoeuvering of machines. There is also a large amount of room at the other end of the building.

It will not be necessary to drive through the congested part of the city to reach the market with automobiles, so that out of town florists can get in and out in much less time than at present. Florists coming to the North Station by train can take a car which passes the Cyclorama Building without change. The building can also be reached readily from the subway, and florists who come from the section west of the city will not have to enter the South Station, but can get off at Back Bay, which is only three or four minutes' walk from the new location.



Pres. William C. Stickel

A report on the decision to buy this building was made at a meeting of all the committees on Monday evening, Sept. 18. Thomas Roland, chairman of the general committee, presided at this meeting. This committee has now finished its labors and the conduct of affairs will be in the hands of the officers of the Boston Flower Exchange, W. C. Stickel, of Lexington, being president.

A building committee was announced to have charge of the immediate work of reconstruction. This committee consists of Thomas Roland, Andrew Christensen, Edward Wood, Norris F. Comley, Allan Peirce and W. C. Stickel. It was said at the meeting that architects would be asked immediately to figure on the work of drawing plans for reconstructing the building, and that without question the new marketplace would be in readiness for occupancy before the expiration of the leases on the present buildings, which comes early next year.

It is expected that about $130,000 will be necessary to make the changes required, and to put the building into first class shape for an up-to-date and completely equipped flower market. Already $150,000 has been paid in. This money was subscribed blindly, so to speak. That is, without any knowledge of where the marketplace would be located. Now that a definite decision has been made, it is expected that no difficulty whatever will be encountered in raising the rest of the sum needed.

It has been a tremendous undertaking, not only to acquire a location at a reasonable price, but also to reconcile all the different interests involved. The members of the association feel themselves greatly indebted to the committee which has worked so long and strenuously to bring this about.

### TEACHING FLOWER GROWING AT PENN. STATE COLLEGE

It is announced that eight courses in flower growing will be given at the Pennsylvania State College this year. They will include greenhouse construction, practice in soil mixing, propagation, potting, watering, production of cut flowers for the wholesale and retail trade, packing, shipping, floral arrangement and the management of retail stores. The college has greenhouses for flowers, and several outdoor gardens. One of these gardens will be sixty years old next year, having been maintained in the same form since the days of the Civil War.

### NEWS NOTES

Harry Playdon, the Andover florist, and Frank McLeod, head gardener at the E. Frank Lewis estate, were among the judges at the recent annual exhibition of the Lawrence Mass. Horticultural Society.

A new gladiolus exhibited at a recent flower show on the North Shore by Sidney Hoffman, the Boston florist, has been named Priscilla Alden Grabow. It is of Cogger origin.

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# S. A. F. & O. H. Department

## NATIONAL PUBLICITY CAMPAIGN

The work of the Campaign just now is being pushed most actively. A call has gone out for a meeting of the Publicity Committee, to be held at the Society's Administration Offices, 43 West 18th Street, New York, on Monday, October 9th. As the members of the Committee will at this time be en route to attend the annual meeting of the Florists' Telegraph Delivery Association, the date for the Committee's meeting was chosen as one necessitating very little expense.

It is planned that the morning of the day for the meeting shall be given over to a conference with representatives of local publicity bodies of different cities, and the president and secretary of the F. T. D., also the business manager of that organization's publication, the F. T. D. News, have been invited to attend. In the afternoon the Committee will go ino executive session, and at this time plans for late fall and winter advertising will be discussed, and appropriations made, so that contracts with the magazines may be made to the best advantage. A regular meeting of the New York Florists' Club occurs on the evening of October 9th, and the Club will act as hosts to the visitors.

There is still a large number of subscribers to the Campaign Fund who have not taken up their pledges, on the amounts of which the Committee, necessarily, must depend for means to prosecute the advertising campaign. The Committee very properly looks upon the collection of these amounts as materially necessary in the conduct of the Campaign, and hopes that no subscriber is wilfully negligent in making remittance. Bills to all delinquents are going out from the Secretary's office this week, and prompt responses are expected. It is not a matter of whether these tardy subscribers are good for the amount subscribed, but rather of whether they are going to make their pledges good at this time, when the Committee is in urgent need of funds to carry out the plans they are formulaing.

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A. H. Wagland, the florist of Lawrence, had an attractive display of flowers, palms and other plants at the recent flower show in Lawrence. Mass. It was one of the best displays ever put up by a florist of that city.


# ATTRACTIVE FALL OFFERINGS

### Cleveland Cherries

Field Grown, Extra Fine and Well Berried. $15.00, $20.00 $25.00, $30.00 per 100

POT GROWN PLANTS

| | 100 |
|---|---|
| 4-in. | $20.00 |
| 5-in. | 35.00 |
| 6-in. | 60.00 |

### Crotons

EXCELLENT ASSORTMENT

| | 100 |
|---|---|
| 2½-in. | $ 25.00 |
| 4- in. | 75.00 |
| 5- in. | 125.00 |

Excellent value

### Delphinium Belladonna

FIELD GROWN

| | 100 | 1000 |
|---|---|---|
| 1-yr.-old | $10.00 | $ 95.00 |
| 2-yr.-old | 15.00 | 135.00 |
| 3-yr.-old | 20.00 | 175.00 |

True Belladonna

### Dracaenas Indivisa

| | 100 | 1000 |
|---|---|---|
| Seedlings transplanted | | $20.00 |
| 2¼-in. | $ 6.00 | 50.00 |
| 3-in., ready now | 12.00 | |
| 4-in. | 20.00 | |

Field grown, ready for 5- and 6-in. pots. $20.00 and $25.00 per 100

TERMINALIS

| | 100 |
|---|---|
| 3-in. | $35.00 |
| 4-in. | 50.00 |

### Vincas, Variegated

DELIVERY NOW

| | 100 | 1000 |
|---|---|---|
| 2¼-in. | $ 6.00 | $55.00 |
| 3-in. extra good | 10.00 | |

Field Grown, $12.00, $15.00, $18.00 per 100

### Funkia

VARIEGATED

Field grown, extra fine $20.00 per 100, $185.00 per 1000

## EASTER LILIES

A fine lot of bulbs ready for delivery now. **Formosum, Giganteum, Multiflora,** and also the **Hardy sorts.** All sizes. Prices on application.

**G. U. LIGGIT** *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE: 15 CEDAR ST., WATERTOWN, MASS. L. J. BEUTER IN CHARGE

PHILADELPHIA


## CASH AND CARRY FLOWER SHOP

A novel idea has been carried out by the Century Flower Shop in Philadelphia the past summer. This concern, like most other retailers, felt the loss of the summer trade and believed that a way could be found to stimulate the buying of garden flowers. Accordingly the experiment was tried of offering bunches of these flowers at 75 cents a bunch, with a proviso that they were to be carried away by the purchaser and not delivered. Large numbers of flowers already bunched were displayed, and a large sign put up, reading, "Cash and Carry Bunches of Flowers, 75 Cents." Many sales were made as a result of this experiment.

## BOSTON

Harry Quint, the well known florist, has had his business incorporated with a thousand shares, no par value being given. The officers are: President, Harry Quint; Treasurer, Sumner C. Sydeman, and Cecelia Quint.

Thomas N. Cook, of Watertown, Mass., widely known as a rose grower, has recently returned from a long trip to the Pacific Coast, where he met many well known rosarians. He has given the climbing white rose, Bonny Prince, to the city of Portland, Oregon, where it will be propagated by the Park Department and disseminated from that city.




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# THOMMEN AND BARTSCH

## Speakers at Opening Meeting of the Boston Gardeners' and Florists' Club

There was a good attendance at Horticultural Hall, Tuesday evening, Sept. 19, when the Boston Gardeners' and Florists' Club held its first meeting of the season. The following new members were admitted:

Brenton Wildes, 107 Highland St., Milton.
Michael Larkin, 65 Fernwood Rd., Roxbury.
Stanley Cogger, Melrose.
David L. Smith, So. Natick.
Thomas Cogger, Melrose.
James H. Clayne, 159 Locust St., Winthrop.

It was announced that the next meeting will be held October 24, a week later than the usual date.

Resolutions were adopted on the death of the late Patrick Welch.

A communication was read from the Cleveland Florists' Club, asking that the local club adopt the standard for grading flowers and plants which it enclosed. On motion of Mr. Bartsch it was so voted. Mr. Bartsch said that there ought to be a grading standard, especially for roses, as when a retailer had an order for two dozen roses he usually had to buy an extra dozen in order to get enough flowers of first quality. He declared that the growers usually put in several inferior blooms. The Cleveland Club stated that they hoped to have this standard adopted in all parts of the country.

Mr. Gustav Thommen was then introduced, and gave an interesting talk on his recent trip to Florida. On the way he stopped at Charleston, S. C., and he spoke of the fine flower stores which he found there. He said that most of them were large, well equipped and very modern in their appearance. Most of the carnations which they sold had to be brought from Philadelphia or New York.

At Jacksonville and other parts of Florida, he was greatly impressed by the immense size of the Poinsettias, Oleanders, Bamboos, and similar plants. He said some of the Bamboo clumps were fifty feet high and 75 feet across. He spoke of an alligator farm which he saw where eggs were hatched in incubators, and the young alligators shipped to florist stores for



Herman H. Bartsch

exhibition purposes in different parts of the country. He also visited an ostrich and snake farm.

He described his voyage up the St. John River, which is ten miles wide in some places, and spoke of solid sheets of water hyacinths so thick that even a steamer could not plow through them. In one place hundreds of horns were seen sticking out of the water, where cattle had waded into the stream. These were beef cattle, milch cows being very scarce and milk very hard to get, even in Jacksonville.

At the head of the river he was greatly surprised to find fields of celery miles long, and other garden products grown in immense quantities. He said the market growers there expected a thousand dollars' worth of profit to an acre.

At Orlando he visited Mr. F. W. Fletcher, who formerly lived in Auburndale, Mass., and is now doing a florist business in the south. He said that Mr. Fletcher had five houses, including a new house 204x18 feet which is to be heated. The other houses are cold. Mr. Fletcher has fifteen acres of asparagus under shade, and four acres around his house covered with plants in great varieties. Some roses, too, were there, particularly Jonkeer, J. L. Mock and Radiance.

Mr. Fletcher said that very few of the growers in Florida kept their land clean, this being almost impossible owing to the tremendous rapidity with which weeds grow. He found the climate not too hot, but said the natives and especially the colored men were very deliberate in their movements. He noticed one colored laborer hoeing in a field, with a King Bird perching on the hoe handle. Whenever a worm would be turned up the bird would fly down to capture it and then fly back to its hoe handle perch.

Mr. Thommen found Lakeland to be a remarkably beautiful city. This was the home of the late Mr. Marcellus Patten, and the Patten homestead is a handsome house of cement, surrounded by fine grounds. Mr. Thommen said that the dumps in Florida were the real botanical gardens, as almost anything would grow if it were placed in the ground and these dumps were filled with every kind of vegetation.

At the close of Mr. Thommen's talk Mr. William Downs said that he lived in Florida thirty years ago, and found the climate very debilitating in the long run. He said there was no comfort in summer because of the extreme humidity and that for his part he much preferred the old Bay State as a place of residence.

Mr. Herman Bartsch was then introduced, and spoke of his trip to Montreal to attend the convention of the Canadian Florists' and Gardeners' Association. He said that the convention was carried through on a clock-like schedule, and was very successful in every way. He was greatly impressed with the manner in which the program and the visitors were handled. He brought greetings from the boys over the line.

Several exhibits were shown, including a fruiting branch of Chionanthus virginiana and an unnamed crab-apple by W. N. Craig, peaches by W. H. Golby, melons and White Plume celery by James Donald. In discussing his peaches Mr. Golby said that he found it a good plan to use basis slag as a fertilizer in the fall.

At the close of the meeting refreshments were served.

**IRIS AND PEONIES**

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground: **Arnols, Brooklyn, Darius, Dr. Bernice, Exquisite, Gypsy Queen, Halfdan, Helge, Ingeborg, Jacqueminot, Liabaud, Lord Salisbury, Mme. Chereau, Mithras, Mrs. H. Darwin, Nibelungen, Princess of Teck, Queen of May, Rhein Nixe, Rose Unique, Shakespeare, Sherwin Wright, Walhalla, Walneriana, Ven Geerti, Hector.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

# George Watson's Corner

"You in your small corner and me in mine."

The Michell Hoorah at Andalusia on the 14th went off in great shape. There were twenty-four car loads of people left the Broad St. station at noon, which meant a couple of thousand, and there were many more by auto and trolley from all around. The executive arrangements were excellent, liberal, and well carried out. Harry himself was there—just back from Europe—and everything went splendidly. We congratulate all concerned. Eats, drinks and smokes for everybody, and a band or two. Also some speeches. Personally I was unable to get there; but they say I made a speech just the same. Maybe it was a radio. Anyway, I will say, here and now, in cold print, nobody can say anything too good about Harry!

Dennis has found a new doctor. Has been trying out his treatment, now, some eight or ten weeks, and feels much improved. Maybe he will quote you a decent price on your next little building operation. Let us hope for the best.

The new rose, American Legion, has begun to cut some figure in the wholesale market here. It shows up well, and is a welcome addition. Of course, it will show up still better as the season advances.

The Continental Hotel closed on the 8th; the Collonade on the 6th; and the Bingham and Wilmot are already razed to the cellar. You will hardly know the old Quaker City next time you call. The old landmarks for the visitor are going fast. But Dooner's is still on deck, and a few of your old horticultural friends can be found there around feeding time.

It's not only the hotels that are changing. Even the banks are moving up town. The Corn Exchange, one of the biggest of our financial institutions, has announced a new central branch to be built at 1510-12 Chestnut st., next door to Pennock Bros., to supplement their main office at 2nd and Walnut sts.

If the wage workers want to have it all their own way, and boss things themselves, instead of having the bosses boss them, it seems to a disinterested outsider, the best thing they could do would be to emigrate to Russia where all the bosses have already been killed off. Then everybody would be happy. Of course, some one will ask, who will do the work here. The answer is: the bosses of course. Most of them were workmen before they became bosses, and only became bosses because of their superior ability. So the boss and the workman would become one, and government and production would become so superior that we would at once experience a celestial atmosphere of peace, prosperity, wealth and well being beyond the dreams of the greatest idealists since the world began.

What's that? Who said Bunk? If that argument is Bunk, what do you call the arguments one hears when he goes around to a Union Labor meeting and listens to the orators there? The gist of it all seems to be—abolish the bosses. 'Bolish the Bosses! Maybe that's where that queer word Bolshevism came from. Anyhow that's apparently what it means. Objectors may now have the floor.

We must not always judge our friends from the amount of advertising they pay us for. There's that Sandy for instance. He never paid us a cent for advertising during the eighteen years that Horticulture has been running. Yet when we said a word or two about him in "George's Corner" last issue he actually sends us a letter. Showing that he at least reads the old sheet. That's what I like. It isn't the money. Every little trinkle like that keeps the grass growing greener on good old Bill Stewart's last resting place! Moral: Send in your renewal.

John H. Dodds, superintendent of the Wanamaker estate at Jenkintown, had his two weeks' vacation this month. He took in the sea breezes at Atlantic City, and enjoyed them very much.

Miss Gaires was very indignant about that cowboy stuff, so I had to buy her a box of candy. I guess it must have been pretty nice candy, for now all the rest of the charming ladies in the office force want to have a grievance—so that a "peace offering" may follow. Well, we will try and be more careful, else we may go broke.

Among our distinguished visitors last week were Mark Palmer, W. J. Palmer & Son, Buffalo, N. Y., and Harry Sheaf of the Williams Co., Pittsburgh, Pa.

We also had a pleasant visit recently from Mr. Petersen of Cincinnati. He was accompanied by his daughter. Of course everybody knows the Be-


## CARTERS BULBS AND SEEDS

Carters 1922 Bulb Catalogue contains a great many new and meritorious varieties of Spring and Summer flowering Bulbs and Seeds. The catalogue also contains a complete general list of the most popular and reliable varieties at present in demand.

**CARTERS TESTED SEEDS, Inc.**
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## MICHELL'S BULBS

**White Callas (Aethiopica)**
CLEAN, HEALTHY BULBS

| | Doz | 100 | 1000 |
|---|---|---|---|
| 1¼ to 1½ in. diam | $1.25 | $8.50 | $75.00 |
| 1½ to 1¾ in. diam. | 2.00 | 14.00 | 125.00 |
| 1¾ to 2 in. diam. | 2.50 | 17.00 | 145.00 |

**Freesia "Purity"**

| | 100 | 1000 |
|---|---|---|
| FIRST SIZE BULBS, ½ to 5-8 inch | $1.60 | $12.50 |

**Early Flowering or Prepared Miniature Hyacinths**

Especially adapted for Christmas blooming; splendid for cutting, pans and design work.

| | 100 | 1000 |
|---|---|---|
| BISMARCK. Light sky blue | $4.75 | $40.00 |
| L'INNOCENCE. Pure white | 4.75 | 40.00 |

**Narcissus Paper White Grandiflora**

FIRST SIZE (1250 bulbs to case)
MAMMOTH SIZE (1000 bulbs to case)

Write us for prices

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BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
ROBERT CRAIG CO.,
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FARQUHAR'S POT-GROWN
Strawberry Plants
Plant early for full crop next year.
Write for copy of our Summer Catalogue containing full list of varieties.
R. & J. FARQUHAR CO.
6 SO. MARKET ST. BOSTON, MASS.

Ferns and Fern Runners
HENRY H. BARROWS
Fern Specialist
264 High St., Whitman, Mass.

Choice Orchids
HYBRIDS
Laelia-Cattleyas, Brasso-Cattleyas, etc.
G. E. BALDWIN CO.
Mamaroneck, N. Y.

gonia Petersen—so we need not say any more.

Frank M. Ross celebrated his 39th birthday on the 8th inst. and had his picture in the paper. That picture made him keep on shaking hands all day with everybody he met.

## GLADIOLI FOR FLORISTS

Thomas Cogger, the gladiolus grower of Melrose, Mass., has a very wide acquaintanceship throughout the trade, as he makes a point of spending a large part of every year on the road. As a result of his travels he has become well acquainted with the varieties which are most in favor among those who handle cut flowers, and is always on the lookout for new varieties which have the characteristics of a good florists' bloom. Florists, of course, like flowers which are firm so that they can be shipped well, which have a large number of blooms on each spike open at the same time, and which have good color.

Among the kinds which Mr. Cogger particularly recommends are the following: America, which everybody knows; Bernice, a light yellow with red stripes, a good bloomer which opens four or five flowers at a time; Chicago, white; Crimson Glow, which is a deep scarlet with very large flowers; C. M. Kelway, pale shell pink; Europa, probably called the best clear white gladiolus; Halley, which is cheap and very popular; Lily White, which most growers report as the first flower to open in their gardens this season; Loveliness, cream color with darker markings; Mary Fennel, a deep lavender on a tall splender spike; Mrs. Francis King, a light scarlet; Mrs. F. Pendleton, salmon pink; Prince of Wales, a delicate salmon rose, and prized for its very early blooming; Schwaben, canary yellow; Pearl, a soft pink; and Wilbrinck, flesh pink with a creamy blotch on the lower petals.

While pink and white are the favorite colors among the florists there is always some call for deep red varieties.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber
Send for our list.
The CONARD & JONES CO. ★ WEST GROVE PENNA.
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HIGH GRADE PLANTS
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
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Garden Seed
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. Woodruff & Sons
82 Dey St., NEW YORK and ORANGE, CONN.

PRIVET
Both California and Amoor River North, in large supply for delivery, Fall, 1922.
Also
BERBERIS Thunbergii, CLIMBING ROSES and AMPELOPSIS Veitchii.
Write for special quotations.
LESTER C. LOVETT
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Chrysanthemums
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Booklets Free
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WILLIAM SIM
CARNATIONS
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SEEDS AND BULBS

# A. B. C.

Special Price-List of Giant or "Show" Cyclamen Seed, Ey. Fl. Sweet Peas, Freesia Bulbs, etc., is now ready.

If you are a grower we will mail a copy for the asking—it contains "up to the minute" information with regard to seasonable items.

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172 North Wabash Ave.
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# BRECK'S

51-52 NORTH MARKET ST.
BOSTON

WINTER-FLOWERING
**SWEET PEAS**

BEST COMMERCIAL VARIETIES

BLANCHE FERRY LAVENDER KING
MRS. A. A. SKACH MRS. SPANOLIN
ROSE QUEEN YARRAWA

OZ. 65c, ¼ LB. $2.00, LB. $7.00

**Burpee's Seeds Grow**

Wholesale Price List for Florists and Market Gardeners

**W. Atlee Burpee Co.**
Seed Growers Philadelphia

**Irwin's Early Winter Flowering Sweet Pea Seeds**

ASK FOR FULL LIST.

BURPEE'S WINTER FLOWERING SWEET PEAS AT BURPEE'S PRICES. ASK FOR FULL LIST.

**PURITY FREESIA BULBS**

| | |
|---|---|
| 7-16 Inch | $ 9.00 per 1000 |
| 5,000 lots | 8.00 per 1000 |
| ½ inch | 12.50 per 1000 |
| 5-8 Inch | 22.50 per 1000 |

CALLA BULBS WHITE AND YELLOW VARIETIES ASK FOR FULL LIST OR SEE ADVERTISEMENT EACH WEEK IN FLORISTS' EXCHANGE AND FLORISTS' REVIEW.

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IMPORTER
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The John C. Meyer Thread Co. were the first to introduce the Meyer green Florists' threads that would not fade or change color for Florists' use. Ask any of the wholesale Florists or growers about the Meyer green Florists' thread and they will tell you it is the best. It will go twice as far as ordinary thread and the Florist can do better work with it. Write for prices and samples and we will see that you get the best thread in the world.

## NEWS NOTES

Paul Reed, who has charge of the State Tree Nursery at Erving, Mass., is being congratulated on the catch of a four-pound black bass in Queen Lake at Phillipston. Mr. Reed has been adding greatly to his reputation as a fisherman this season.

John Scheepers, Inc., of New York City, who introduced the La France everbearing raspberry, recently had a shipment come to their establishment from Mountain View, Cal. The fruit, which was boxed in shallow, half-pint baskets, was six days on the road, but reached its destination in excellent condition.

A. N. Pierson, Inc., were given a first class certificate at the recent Connecticut Horticultural Society Flower Show for a display of the new rose Commonwealth. A number of florists participated in the show, including John Coombs, Kenneth T. Mackay, J. Albert Brodrib, Spear & McManus, and Cadwell & Jones.



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HAVING had thirty years experience growing and handling Native Ornamentals, my facilities and supply are unequalled, and a trial order will prove convincing. ERICACEOUS Plants my specialty, in both Nursery Grown and X selected collected stock for all requirements. My superior packing insures delivery in good condition to all parts and grading always up to highest standard in quality.

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It will be to your advantage to send for price lists and get acquainted with my organization for quality and quantity. Your correspondence is solicited and all orders will be handled to your entire satisfaction. Ask about unusual Decorative Evergreens. Rare and beautiful.

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**739 Boylston Street Boston, Mass.**

# HORTICULTURE

**October 10, 1922**


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Our large stock of conifers enables us to furnish strong vigorous plants, that will begin to repay you at once in satisfaction.

Visit our nurseries and see the stock we offer.

## The Bay State Nurseries

**W. H. WYMAN & SON**

North Abington, Mass.

Price list free

Telephone Rockland 26





## Roses

We find the roses coming in now are very much better, both as to quality and quantity,—more like winter substance, and with a larger list of varieties too, than last season.

Among them, **American Legion, Sunburst, Phantom, Pilgrim, Russell, Premier, Columbia, Butterfly, American Beauty, Kaiserine,** leaders and in quantity at all times.

**$4 to $25 per 100**

**With Beauties $25, $35, $40, $50**

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies. Send for Price List.

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The Wholesale Florists of Philadelphia

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## Winter-Flowering Roses

We can still supply the following varieties of Winter Flowering Roses, extra fine stock, out of 3½-inch pots: **Columbia, Premier, Mme. Butterfly, Silvia, Pilgrim, Mme. Cecile Brunner.**

**Prices on application**

## Ferns

We wish to call particular attention to our fine stock of Ferns which we are offering at this time:

**NEPHROLEPIS Victoria** (The Victory Fern). A beautiful, crested form of **Teddy, Jr.**, nice plants, 6 in., 75c. and $1.00 each; 7-in., $1.50 each.

**NEPHROLEPIS elegantissima.** Nice plants, 6-in., 75c. and $1.00 each; 8-in., $2.00 each.

**NEPHROLEPIS elegantissima compacta.** 3½ in., 35c. and 50c. each; nice plants, 6 in., 75c. and $1.00 each; 8 in., $2.00 each.

**NEPHROLEPIS Muscosa.** 3½ in., 35c. and 50c. each; 5 in., 75c. each; 6-in., $1.00 each.

**NEPHROLEPIS, Dwarf Boston.** 6-in., 75c. each; 8-in., $2.00 each.

**Packing added extra at cost**

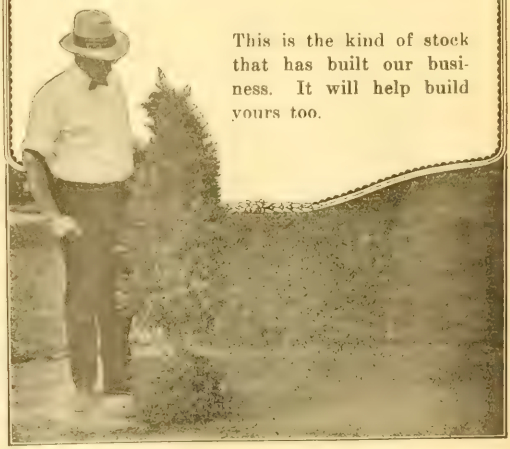
## F. R. PIERSON, Tarrytown, N.Y.

**Telephone Tarrytown 48**



## WYMAN'S Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# September and October

are the months in which you should do your **FALL PLANTING** of **ORNAMENTAL EVERGREENS, PEONIES, IRIS, PHLOX** and **HARDY GARDEN PERENNIALS.**

# October and November

will be the time for **PLANTING** your **DECIDUOUS SHRUBS** and **SHADE TREES.**

You can get **CHERRY HILL QUALITY** in all of the above at **ATTRACTIVE PRICES.**

Come, **LOOK OUR STOCK OVER,** and you will be convinced **IT IS THE BEST EVER.**

# Cherry Hill Nurseries

**(T. C. Thurlow's Sons, Inc.)** **WEST NEWBURY, MASS.**

**Catalog—Not Open Sundays**


### NEW ENGLAND

Solomon Rosenburg, of New Bedford, has been appointed trustee in the bankruptcy proceedings against the New England Landscape and Tree Preservation Co.

Henry E. Patterson, of No. Union St., Rockland, won first prize for his exhibit of gladioli at the Bridgewater Grange Fair. Among the particularly good varieties shown were Mrs. Frank Pendleton, Kunderd's Glory, Mrs. Dr. Norton, Herada, Prince of Wales, Evelyn Kirtland and Mrs. Watts.

Saturday, Sept. 30, saw the opening of Turner Bros.' new flower shop at New London, Ct. The new store is in the Burr Building, on Montauk Ave., and is unusually handsome and well appointed.

Ervin Hayden and Ariel O. Younger, of Devereaux, near Marblehead, Mass., are growing asters on a commercial scale this year. They have raised about 19,000 plants, including a new variety originated at Manitowoc, Wis., and called Meritorious Pink.

Addison L. Bemis, of Worcester, has bought the extensive grounds around the Leicester Inn at Leicester, Mass., for nursery purposes, and will move his business there. In the future he will operate as the Leicester Nurseries.

James W. McGinnis, a veteran of the World War, has opened a flower shop on Pritchard street, Fitchburg. He was formerly with Fuller, the Florist, in Leominster, and has also worked in many other places, being well qualified both as a grower and a retailer.


## Regal Lily Bulbs

**LILIUM REGALE**
**for Fall delivery**

Large bulbs, 6-9 in., $40.00 per 100.

Large flowering bulbs, 4-6 in., $30.00 per 100.

Small flowering bulbs, 3-4 in., $20.00 per 100.

**C. P. HORSFORD**
**CHARLOTTE VERMONT**

## GREENHOUSE GRAPE VINES

8-in. pots, 2-yr. old 8-9 ft. long in excellent condition for fruiting next year.

Black Hamburgh and Muscat of Alexandria at $5.00 each.

**A. L. MILLER**
**Jamaica, N. Y.**

## Evergreens
### For All Purposes

SUCH AS

Mugho Pine; Hovey's, Globe, Golden, Variegated, Pyramidal and Tom Thumb Arborvitae; Junipers; Japanese Cypress; Spruces; Firs and Pines.

Visit our nurseries or send for price list of everything for garden and landscape planting.

**NEW ENGLAND NURSERIES**
**BEDFORD, MASS.**

## Bulbs DUTCH Bulbs

Hyacinths in the choicest varieties.

Single, Double and Darwin Tulips.

Narcissus and Crocus immediate delivery.

Wholesale and Retail

**Damen & Tromp**
**80 Patton St., Springfield, Mass.**

## "The Laws of Hybridizing"

**DISCOVERED BY RICHARD DIENER**

A discovery of tremendous importance to everyone interested in plant-breeding and plant life. Any form and size of flowers, fruits and grains can be obtained by application of these laws in the quickest possible way. They are the first workable laws ever discovered in plant and animal-breeding. Included is an explanation of What Plant Life Is; Animal Life in Relation to Plant Life; What Plant Sports Are, and other valuable information. A pamphlet of sixteen pages, elegantly printed and illustrated.

**PRICE, $5.00**

**RICHARD DIENER**
**KENTFIELD, CAL.**

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

Vol. XXXVI OCTOBER 10, 1922 No. 7

## THE TALK OF THE TRADE

Since printing the paragraph some weeks ago about whitewashing greenhouse glass, I have found that many different methods are being used by florists in different sections. I happened to find Frank J. Dolansky, of Lynn, the famous orchid grower, in conversation with J. T. Butterworth, of South Framingham, in the Dolansky-McDonald store in Boston. These two famous orchid growers were interested in comparing notes, and the subject of whitewashing glass was brought up.

Mr. Dolansky, who covers a great amount of glass, says that he gets best results with white lead and gasoline, and that invariably he has it applied with a brush. He said in no other way could he get it put on evenly, and that even then it required a good man to apply it so that it would not be too thick in some places.

Mr. Butterworth, on the other hand, says that while he uses the same preparation, he puts it on as a rule with a pump, but admitted that this would not be feasible unless he had a man who was an expert in this kind of work, and who could be depended upon to get an even deposit all over the glass. When asked how the mixture was taken off, both men said that the best way was to use gasoline, and that a little rubbing with a cloth wet in this material would loosen the coating so that it could be readily removed.

A little later I happened to be talking with Mr. Beasley, the noted pansy grower of Quincy, and learned that he has an entirely different method of covering the glass. He uses thin whitewash, which is put on with a spray pump, and is always applied on the inside. By using it on the under part of the glass the work can be done at any time, and done rapidly. The plan is more feasible, of course, in a pansy house than it would be in an orchid house. When the time comes to remove the covering, it is washed off readily and quickly with a hose under considerable pressure. One man can walk along the length of the house and soon have the glass entirely clean.

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I find somewhat to my surprise that a number of florists are using common twine in making up florists' pieces. They believe that in this way they are making a saving. It seems to me, though, that this is a very poor kind of economy. It is impossible to find twine which will equal good florists' thread. To be sure, there are some kinds of florists' thread which are not much better than twine, but working with such material it is impossible to make pieces which will have the appearance and the strength of those made when good thread is used. Then, of course, it is necessary to make sure that it doesn't show in any spot. The most expert florists usually use the best thread they can get because they know that it will not stretch, that it will stay tied, that it will not run, and that quicker, better work can be done when it is used. It may be possible to get along with string, but in the long run it pays to use the best thread that can be had.

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From all reports which come from Holland, biennials and perennials will be in short crop. In some instances there will be practically no crop at all. This applies to Myosotis, the crop of which has practically been lost. The situation in France is believed to be somewhat better, although there is a short crop throughout Europe.

---

The growing popularity of the strawflowers, especially the Helichryssums, has been mentioned. As a rule they are put up in baskets, but Henry Penn has a new plan. He is showing them in decorated Japanese boxes, with the covers turned back. In this way they make good souvenirs for visitors.

The point must be remembered that these strawflowers are not satisfactory unless picked just as they open, and before the center shows at



Antoine Wintzer Among His Pets

See page 152

all, because they gradually expand in a warm moist atmosphere and, if gathered when too nearly mature, will soon lose their beauty.

Mr. Penn is also showing some attractive Physalis or Chinese Lantern plant, the fruits of which are very ornamental. It is rather strange that they are not used to a greater extent. As far as I know Mr. Kendig, of Oswego, N. Y., is the only man who does much with these fruits, and he has learned how to show them to best advantage by wiring the stems, a point which the average florist and grower overlooks.

---

Julius Heurlin, the proprietor of the Blue Hill Nurseries at South Braintree, Mass., has been particularly active of late years in developing new varieties of phlox. Mr. Heurlin now has a remarkable collection containing several new kinds which are bound to take their place as among the best in the trade.

One of the handsomest is a tall growing salmon pink variety, having a large head, to which Mr. Heurlin has modestly given his own name. A remarkably good pure white variety has been called Mrs. Heurlin. One merit of this variety is the fact that it has a very long season.

Good red phloxes are not very numerous, and Debs, a dark crimson, originated by Mr. Heurlin, promises to outrank most of the kinds now on the market. In the opinion of all who have seen it its name is the only point that scores against it. Another white variety has been called Mrs. Craig in honor of the wife of the secretary of the Gardeners' and Florists' Club of Boston, and the former president of the National Gardeners' Association. This is a very distinct variety with red eye. It makes a strong growth and produces very large heads.

While these are among the best of Mr. Heurlin's new kinds, he has several others which are exceedingly promising. He has grown a vast number of seedlings in order to get a few kinds worth saving, but his labor has not been in vain, for other nurserymen have recognized the value of his productions and are stocking up with them.

---

The Bay State Nurseries, of North Abington, is another firm which grows phlox in a large way. Indeed, there are few concerns in the country which produce more plants. Only the best varieties are being kept, but great stocks of them are being grown, as the Wymans, father and son, evidently find that this perennial is one of their best sellers. Among the kinds which they feature are Beacon, with its small compact red flowers; Debs, which looks like Beacon but has larger blossoms; Glow, a deep pink variety; Victor Heurlin, which has immense rose pink heads with very large petals; and Egan, pink with a red eye.

Without question phlox is one of the best perennials for the average private garden. It is a flower which nurserymen can always push, and the sales of which can be increased if the explanation is made to customers that it is possible by choosing the right kinds to have an exceptionally long season.

---

I had occasion the other day to ask Henry Robinson, of Boston, who handles ferns literally by the millions, if there were any truth in the report that the New England crop had been badly damaged. Mr. Robinson said that undoubtedly the report was true, except that possibly it had been exaggerated somewhat. Even last year considerable damage had been noted, many ferns partly eaten having found their way to the packing houses, and so to the wholesale dealers. Mr. Robinson said that the insect which did the damage was a small green worm, and that while it had always existed, it had never done much harm until two years ago. Now large areas are to be found where almost all of the plants have been partly eaten, the insects feeding first at the tender tips.

Although the pest is giving considerable trouble, there are reasons to hope that it will disappear in a few years, and in any case, according to Mr. Robinson, there is no need for such a panic as some of the florists seem to be manifesting. Mr. Robinson asserts that there are plenty of ferns in uninfected districts so that there will be no lack of supply. At the same time it is quite likely that the prices will continue high. Already this season there has been an advance of two cents a bunch in the price paid to pickers.

Neary a hundred thousand dollars in wages are being distributed in four mountain towns in southern Vermont among the fern gatherers. The extent of the business is not usually realized, even in the trade, but in one year a single firm has shipped twenty-eight million ferns out of Bennington, Vt. Mr. Robinson says that he is unable to state exactly what the price outlook will be, but thinks it may be about the same as last year.

---

Albert W. Bushnell has just erected a new greenhouse at Center Brook, Ct.

## ANTOINE WINTZER HONORED

### Famous Canna Breeder Celebrates Golden Wedding

There are few men in the trade who have had a record equal to Antoine Wintzer, of West Grove, Pa. For more than fifty years he has given the best that is in him to the florist profession. It is not strange, therefore, that when Mr. Wintzer and his good wife celebrated their golden anniversary recently, the event was made one of more than passing interest. From 3 oclock in the afternoon until late in the evening friends and relatives called to offer their congratulations.

Now the name of Mr. Wintzer is associated most closely with Cannas. Indeed he has often been called the Canna wizard. It was fitting, therefore, that the visitors should find the couple seated beneath an arch of Canna blooms prepared by the employees and associates of Mr. Wintzer, in the Conard & Jones Co.

A few hundred yards away were gathered another family of Mr. Wintzer, his Canna family, which he has loved and cherished for many years. In a group of blooms humbly displayed in milk bottles were the many varieties produced by the veteran propagator, more than one new variety for each year.

Antoine Wintzer was born in Mulhaussen, Alsace, coming to this country, when a small boy, and has lived in the vicinity of West Grove for almost forty years. When the Conard & Jones Co. was incorporated in 1897 he was elected vice president, which office he still holds.

His whole life has been devoted to growing and developing ornamental flowers. Not only has he taught the Canna to grow a great burst of large blooms instead of a spike of small red flowers, but he has brought forth blooms of practically every color known in the flower kingdom.

---

## BOSTON

Hoffman, the florist, has been making many changes in his store. It has been entirely redecorated, the walls being done in a delicate gray-blue. New shelves, tables and lights have been installed in the end of the store devoted to fancy fruit. This part of Mr. Hoffman's business has been greatly developed in the past few years, and he has won no little fame for the attractive windows which he arrays. New hidden lights have been installed at the top of these windows, making the display even better than before.

## NEW ENGLAND FLORISTS' ALLIANCE

At a meeting in the New England Florists' Alliance office, 77 Summer street, Boston, Massachusetts representative florists were shown sketches and ample advertising by Major O'Keefe which met with the approval of all present.

This advertising to be carried on



Secretary George Moyse

through the Alliance. Now there are florists that don't belong to the Alliance and I can almost hear them say, when they read these ads, "FINE," that don't cost me anything and means more business for me, go to it; but to these men I want to say, Do you want to get profits from other men's work? If you do you are not like the majority of florists that I have met. I find them a pretty square lot of hard-headed business men who want to pay their own way and expect you to pay yours.

The way to sell anything saleable is to advertise it, and bring it before and to the attention of everyone.

The way to lose money in the flower business is to grow or buy flowers and trust to luck that someone might die and their relatives will go to you for flowers. Most people only think of flowers when someone dies.

Now the dead don't care a hang for flowers. You can't prove that that statement is not true, neither can you prove it if you reverse it, but think for one moment of the smile of gratitude from the sick bed at the sight of flowers. People will buy more flowers if you brought it to their attention that they should buy more flowers. Keep that before their eyes. Until then you will trust to luck. The only solution is to advertise, then some more advertising. What do you care about a man buying or selling flowers in Colorado. You buy or sell your flowers here; then you should advertise here; let the man in Colorado advertise there.

With the fall flower season coming on and bumper crops of flowers with good prices some florists say to themselves, "What care I for advertising: my business is fair and as good as the other fellow's." Then, oh then, comes a glut in the market and no sales. Oh, boy, how they do hollar, "Why don't someone do something to get rid of all these extra flowers and get better prices. Why they must be dead to let things go on as they are." Now, Mr. Average Florist, you are the dead one because you should take care of these things when business is good, not wait until things go to pieces, then cry about it.

GEORGE MOYSE.

## TO HAVE NEW QUARTERS

**Several of Boston's Wholesale Florists Plan Going to Tremont Street.**

The wholesale florists of Boston are very glad that the location of the new markethouse has been definitely decided. They are now able to make their plans and most of them expect to have quarters in the new building. Henry Robinson said that undoubtedly his concern would go along. The Boston Florist Supply & Snyder Co. will, however, remain in their present location on Otis St. for the present, as they have a lease which runs for another year. McCarthy will also stay where he is. The New England Florist Supply Co. expects to have quarters in the new marketplace, and while Welch Bros. have not announced definitely just what they will do, they think that probably they will before long, nowithstanding the fact that they have remarkably good accommodations where they are now.

## McCULLUMS SUFFER FIRE LOSS

The H. C. McCullum Co., wholesale florists of Pittsburgh, Pa., suffered a loss from fire October 1, estimated at $100,000. The fire destroyed the three-story brick building which the concern used as a warehouse, and in addition to the building an immense amount of material was destroyed. Much of this material was intended for the holiday trade and cannot readily be replaced, although the company will make every effort to keep its business going without causing inconvenience to its customers.

## GROWING SHAMROCKS FOR THE TRADE.

Please tell me when to plant Shamrock seed, and how to handle the plants in order to have them ready for the trade before St. Patrick's Day?

T. J. K.

Answered by Leonard Cousins, Jr. Concord Junction, Mass.

The seed of Shamrock can be sown from the middle of October to the first of January, the date depending upon the amount of heat available. Early planting seems to be favored. Planting is done in seed boxes, and as the seed is very fine, it is just barely covered with soil and sand. The seed boxes are kept in carnation heat. Sowing is usually done thickly, as the seed do not commonly germinate very well. When large enough to handle the plants are transferred to flats in soil having plenty of manure, and are set two inches apart. The flats are kept rather close to the glass and given plenty of sunlight. The seed usually germinates in ten days, although the time varies, and in about ten weeks are ready for the flats. Finally the plants are moved to 1½ or 2-inch pots in which they are sold. It is necessary to give an abundance of water from start to finish, the plants being kept particularly well watered when in the pots, as they then have little but water to live on.

## ABOUT SELLING BOOKS

Dear Sir:

Your recent interesting editorial about why the florist should make it his business to sell books is well taken. Of course, the florists should sell books. That's the way to educate the public. The seedsmen have been doing it for the past three centuries. They know their business, and they know the more knowledge the more demand. But the florist business is only about half a century old; so we must not expect them to have the wisdom of the seedsmen, so early in the game But they are coming along fast, and we seedsmen hail them with cheerful acclaim as brethren after the same high ideal. That ideal being: Education of the Public!

GEORGE WATSON.

Philadelphia, Pa.

William J. Garden has resigned from the Henry Penn staff to enter the employ of Arthur S. Parker, who has opened a store in Wakefield. Mr. Garden will be the manager of the store, and will reside at 17 Lafayette St., Wakefield. He has the best wishes of many friends.

# NEPHROLEPIS

We are the largest growers of Nephrolepis ferns in the country. In fact, we are headquarters for them.

## Nephrolepis Norwood

The most beautiful form of Nephrolepis to date, graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood greenhouses.

STRONG PLANTS

2½-in. pots, $2.00 per doz., $12.00 per 100, $100.00 per 1000.
4-in. pots, $6.00 per doz., $45.00 per 100.
Orders filled strictly in rotation.

## Nephrolepis Verona

Makes a good plant in all sizes. Much finer frond than any crested sort outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions.
2½-in. pots, $10.00 per 100, $90.00 per 1000.
4-in. pots, $40.00 per 100.
6-in. pots, $12.00 per doz., $90.00 per 100.

## Nephrolepis Elegantissima Compacta

A dwarf, compact form of Nephrolepis elegantissima, each plant making an ideal shape.
4-in. pots, $5.00 per doz., $35.00 per 100.
6-in. pots, $12.00 per doz., $90.00 per 100.

## CYCLAMEN

SEPTEMBER AND LATER DELIVERY

This has been one of our specialties for over 20 years. In all of our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly-drawn plants offered at less money.
4-in. pots, $50.00 per 100.
4-in. pots, extra heavy, $60.00 per 100.
5-in. pots, $15.00 per doz.
5½-in. pots, $18.00 per doz.
6-in. pots, $24.00 and $30.00 per doz.
7- and 8-in. pots, $36.00, $48.00 and $60.00 per doz.
This stock will be profitable to any one buying now.

## Nephrolepis Teddy Junior

Fine young plants from 2½-in. pots, $10.00 per 100, $90.00 per 1000.
6-in. pots, heavy, $12.00 and $15.00 per doz.
8-in. pots, $24.00 per doz.
11-in. tubs, $4.00, $5.00 and $6.00 each.

## Nephrolepis Harrisii or Roosevelt

6-in. pots, $12.00 per doz
8-in. pots, $2.00 and $2.50 each.
11-in. tubs, $5.00 and $6.00 each.

## Nephrolepis Scottii

2½-in. pots, $10.00 per 100, $90.00 per 1000.
4-in. pots, $35.00 per 100.
6-in. pots, $12.00 per doz., $90.00 per 100.
8-in. pots, $24.00 and $30.00 per doz.

## Adiantum Lemkesii

IMPROVED GLORIOSA

4-in. pots, $10.00 per doz., $75.00 per 100.

## PALMS

ARECA LUTESCENS

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.
6-in. pots, made up, $30.00 per doz.
8-in. pots, made up, $7.50 and $10.00 each.
10-in. tubs, made up, $12.50 each, 5½ to 6 ft. tall.
11-in. tubs, made up, $15.00 each.
13-in. tubs, $25.00 each.

**ROBERT CRAIG CO., Norwood Station, Delaware Co., Pa.**


## BUTTONHOLE BOUQUETS

### Should Florists Wear Them or Should They Not?

Some of the trade in England have been disputing the question, "Should florists wear buttonhole bouquets?" "Onlooker," writing in the Horticultural Trade Journal, has the following to say about the matter:

"A nurseryman's son argues with me that a nurseryman or a florist should not wear buttonholes. I protest that such a statement is absurd, and he immediately asks how often I meet a man in the trade with a flower in his coat. I am bound to admit it is but seldom, and of course my young friend says, 'There you are then; is that not evidence that my contention is correct?' I wonder where such an idea could arise from. I wonder why it is I am obliged to admit that although I get about a great deal among the trade it is seldom I see a flower in a nurseryman's coat?

"I suppose everyone who cuts flowers for sale will admit that it would be a grand thing for the trade if all classes of men considered a coat flower a necessary item of dress. Wouldn't it help to spread such an idea if every nurseryman, seedsman and florist made a regular practice of wearing a flower? I used, when I was a wee lad, to know a keen old florist who would never leave his home without some sort of buttonhole, and I have seen him, on occasions when flowers were very scarce, pin a leaf of a tricolor Geranium in the broad lapel of his old-fashioned black superfine cloth coat. Think what it would mean if everyone engaged in the trade made this practice a fixed habit. It simply couldn't help inducing quite a host of other men to adopt the same idea, and if there were a large proportion of men who always wore buttonholes we should very soon find a great revival of the spray vogue among the ladies."

## COMMERCIAL PEONIES

### Mr. B. C. Auten Gives a List of Standard Sorts And Discusses Blooms For Cutting

Benjamin C. Auten, of Cartersville, Mo., has an interesting way of giving valuable hints and suggestions in the plant lists which he sends out. In one of these lists, which has just come to the writer's desk and which is given over to peonies, Mr. Auten says:

"To serve as a commercial variety a peony must have good color, a fairly good stem, must open easily, must stand as a cut flower without wilting, must last several days after cutting, and must come out of cold storage without falling to pieces. A variety deficient in some of these points may still be admirable for the home market, for home use, or for garden or landscape effect. Those in this list recognized as standard commercial varieties are Festiva Maxima, Modele de Perfection, Duchesse de Nemours, Mme. de Verneville, Mme. Crousse, Duke of Wellington, Edulis Superba, Queen Victoria, Mme. Calot, Lady Leonora Bramwell, Couronne d'Or, La Tulipe, Rubra Superba.

"For cut flowers it is desirable to have a succession, the first flowers of the season bringing a little extra demand. The heaviest sales, however, are for Decoration Day, and a large share of the planting should be selected to give blooms for that occasion. As the seasons vary, it is necessary to have also varieties that come earlier, but any good commercial bloom can be held a week or ten days in a good ice-box. Here, in southwestern Missouri, all but the very latest varieties are too early, and require storage to have them for Decoration Day. At Peoria, Illinois, this year all but the late varieties were in bloom but some years only the early varieties are in time. Here the length of time between the early and the late varieties is only about twelve days, sometimes less, sometimes perhaps two weeks.

"When the blooms are wanted for cut flowers, all side-buds should be pinched out when small, and all blooms should be cut before fully open. When the blooms are to be shipped or stored, the buds should be only well started to open.

"Peonies should be kept well cultivated, and free of grass and weeds. Outside of that they require but little care or attention, a clump costing about as much per year to grow as a hill of potatoes; and a very large value, both of investment and of income, can be planted and managed in a comparatively small space. Unless the

yards of your town are already well supplied with peonies, a planting of good varieties is sure to create an energetic demand both for cut flowers and for plants."

### ABOUT CENTAUREAS

Gentlemen:

Referring to the article about Centaureas in George Watson's column, I would say that Centaurea moschata and moschata alba are both fine for growing cool as cut flowers. They do not like wet feet. Ridge planting is preferable. All this also applies to the yellow variety (Suavcoleus). All are sweet scented.

The thistle like variety is the beautiful Centaurea americana, one of the best cut flowers for outdoors. They produce large flowers, four inches across, lilac colored.

ALB. MILLARD,

### GLADIOLI AT HILLCREST GARDENS.

A riot of color was in the gladiolus bed at Hillcrest Gardens this season. Among the lovely soft pastel shades of the new primulinus varieties were the deep rich reds and scarlets and the violets of Baron Hulot and Blue Jay. A jumble of wonderful colors, all made possible by the green lawn in which the bed is set, and the darker green background of the forest.

It was once said that God painted the world green, and if we keep plenty of green in our gardens we will have few discords of color. At Hillcrest Gardens our floral shows are kept distinct from one another. First on the wood road are the hepaticas like dainty little messengers of all the floral beauty to come. Last autumn we asked our friends to enjoy the hepaticas with us on the nineteenth of April. The flowers did not fail us, but it was a dull day, there was no sun to bid them blow their flowers open, or were they partly closed in pensive thought of the last rites that were said that day for one who had so loved the flowers that he would have all the world enjoy them with him?

After the early spring flowers came the Japanese primroses in gay whirls of color with the soft sulphur yellow of the English primrose, loved by the children, carpeting the earth beneath them.

Later came the briar roses in their arches of bloom, the sweet varieties of Lord Penzance who gave them in their names the romance of Sir Walter Scott. After them the tall blue larkspur bringing heaven down to earth, or lifting earth up to heaven for they made a blue sky above the heads of the children.

Early in June the pink and white pyrethrum set their show with the lupine. They were in blossom together a year ago on the eighth of June to welcome our friends of the New England Branch of the Woman's National Farm and Garden Association when they kept festival with us.

When the hepaticas were in bloom we planted our gladiolus bulbs eight inches deep down into the earth for the large bulbs of the older varieties, and quite six inches deep for the smaller bulbs of primulinus. Here through this wet summer the bulbs grew very strong and came up with several spikes of blossoms. One stem came up above the leaves, then divided into two or three spikes of blossoming flowers. The earth in our bed is loose and properly enriched, and though the gladioli blossom each year in the same bed against the background of the forest, they yet have new soil in which to grow, for after digging up our bulbs we use the soil from this bed for the winter covering of our roses, and give the gladiolus new, fresh soil each spring. Our bed is twenty feet long and four feet long, with three long lines of blossoms. We planted them the middle of April, they were in blossom the twentieth of July, and in the middle of August they were at their height of bloom, yet there were many green buds among them with promise of more beauty to come. Planted eight inches deep the bulbs would probably not be frozen but they need digging that the old disintegrated bulbs may be removed. Then we want the bulbs which have formed around them to brighten the gardens of our friends.

M. R. CASE.

Hillcrest Gardens, Weston, Mass.

### PROF. JACK BACK

Prof. J. G. Jack, of the Arnold Arboretum, who has been on a long trip to Alberta and British Columbia in search of new material for the institution with which he is connected, recently returned and reports a very successful trip. In the course of his wanderings he visited Jasper National Park, where he obtained more than a thousand specimens of different kinds.




**QUEEN MARY CORSAGE SHIELDS**

Light, graceful, inexpensive. Appeals to every lady of refined taste.

Every live florist should have a good supply of this wonderful costume protector.

Waterproof.

Colors: violet, white, pink, orchid, blue, nile and foliage green.

**Per dozen, $3.00; per gross $30.00.**

**BRIDAL BOUQUET HOLDERS (Fancy Lace)**

These are trimmed with dainty filmy white lace, backed with chiffon and narrow silk ribbons, giving a very elegant finish to the finest bouquets.

No. 1, $1.25 each
No. 2, 1.75 each
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No. 4, 3.00 each

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The old fashioned bouquet of formal make so popular in grandmother's time has had a revival, and the paper holder for same is again in demand.

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| Full Size | 2 1/2 in. | 5 in. | 6 in. | 7 3/4 in. | 9 1/2 in. | 11 in. |
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# RAMBLING OBSERVATIONS OF A ROVING GARDENER

It is very evident that constantly increasing attention is being paid to hardy perennials by nurserymen and gardeners. New varieties are arousing more interest than ever before, which will prove a good thing for the trade. Some handsome new Hollyhocks were recently noted on the establishment of F. H. Horsford, at Charlotte, Vt. They are known as Exquisite, and came originally from Watkins & Simpson in England. They are certain to please people who like flowers in other than self colors.

Mr. Horsford is also growing a new double Gypsophila from the same firm. It is called Snow White. As a matter of fact, little can be told from this year's blooms, but it seems to promise well. If I am not mistaken Mr. Horsford's firm is the only one in the country that can truthfully claim to be propagating double Gypsophila. Their plants are not seedlings, but are grown from stock received from Holland. I was interested to find that the firm has a large supply of one year roots which will be offered to the trade in quantities before long.

Regal Delphiniums are being featured and certainly make a fine show. They came originally from Harkness, and seem to be far ahead of the Gold Medal strain of Kelways. If I am not mistaken Mr. Charles Totty's Delphiniums of this type are from the same strain. There are some of the new Lupins on the Horsford place, also from the Harkness establishment. Those in the hybrid forms have been very satisfactory, I think, but the named sorts seem to have been a little disappointing because of the fact that only a small percentage come true to name.

Perennials at the Horsford place have been looked after very efficiently by Fred M. Abbey, who has had long training in this line, and is particularly well acquainted with the newer and better varieties.

---

After another season with the raspberries which formerly went under the name of the Minnesota No. 4, but have been rechristened Latham, I am more pleased with them than ever. It seems to me that this is going to prove the ideal raspberry for New England, at least for home use. I am not sure that it is going to be quite so profitable as a commercial berry, because it ripens over a long season rather than making a single flash. The berries, however, are unusually firm, with almost no tendency to drop. This proved the case even during a lot of wet weather. During a test of several years I have seldom had a plant winter kill, and the new growth is strong and vigorous. So far I have not found it necessary to support the plants in any way.

The variety known as Ontario which came from New York State has also proved very satisfactory. La France, introduced by John Scheepers, has had a good fall crop. I have had a full season of berries from a small garden. St. Regis came very early. This is not a very heavy bearing raspberry, but its earliness and the fact that it gives another good crop in the fall make it worth while. The fruit seems small compared with that of Latham or La France, and probably the variety will be retired after a while.

No sooner had Latham ceased bearing than the ever bearing strawberries in the garden were producing well, and before long La France started in. This berry has a flavor entirely different from other kinds, and one which makes a strong appeal to all who eat it. I see no reason why it shouldn't be widely planted, although perhaps it would be well to experiment a little in very cold sections before going into it heavily.

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At the gardeners' convention in Boston Mr. Mackintosh, of New Jersey, remarked in the course of a witty speech that the Federal Horticultural Board needn't bother itself very much about insect pests, as they will be taken care of by Friend Andrew Wilson. The reference was of course to the Springfield, N. J., man who has become well known as a manufacturer of insecticides and fungicides as well as fertilizers.

Mr. Wilson was present during the convention, and added to his already long list of friends among the gardeners and florists. In his O. K. Plant Spray he has given the gardening profession an article which is highly appreciated because effective and easily used. A spray which will rid evergreens of red spider and protect palms, orchids and similar decorative plants is something to be prized, especially when it is absolutely harmless and has the merit of drying immediately after it has been applied.

Another point about this remedy which the gardeners like is the fact that it is a great help in dealing with scale. Lager & Hurrell, the orchid growers of Summit, N. J., have been using it on their Cattleyas and Cypripediums, and the superintendents of many private estates swear by it.

Mr. Wilson has a ready wit, and while he says that his plant spray is effective in dealing with rose bugs, he also remarks that it is best to get rid of them before they get too well acquainted with you. If you can't hit them with the plant spray, you may have to use a hammer or a brick.

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Gardeners will be interested to watch out for the new photoplay "Gimme" whenever it arrives at their town. This picture was filmed on the estate in California of which Mr. Munroe is superintendent. Mr. Munroe told his friends at the convention about some of the experiences that were gone through with while the picture was being made.

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Burglars recently broke into the store of the Joseph Breck & Sons Corp., in Boston, and tried to open the office safe, but failed. All they got away with was 100 cigars.



The La France Raspberry

# The Dahlia

Thomas Murphy, of Peabody, Mass., long known as a dahlia specialist of unusual skill, has added to his laurels by displays made at the various shows the past season. Mr. Murphy was kind enough to put up an unusually attractive exhibit for the benefit of the National Gardeners' Association, at its recent convention in Boston.

One dahlia in the lot which attracted special attention was World's Best White, which seems to have been well named, for it is difficult to think of any other white dahlia which is its equal. It is a decorative dahlia, and grows eight inches in diameter. At the same time it has a good stiff stem, and keeps a long while when cut. Although expensive as yet, it seems probable that this will prove to be one of the best dahlias for florists, a it lends itself particularly well for the making up of florist pieces.

Mr. Murphy, who has been at the dahlia game for twenty years, has grown many hundreds of seedlings, in which he has produced a number of very excellent varieties. One of these new dahlias, Baba Bott, is particularly interesting. It is shell pink in color, with a white center, decorative in form, and stoutly stemmed. It has a very curious habit, however, of coming out white, taking on its pink tint as it develops.

One of the good dahlia growers in Connecticut is Mrs. Thomas Stack, of Still River, near New Milford. It is a feature of what has come to be one of the prettiest gardens in that section of the state.

Thomas Leavitt, president of the New England Dahlia Society, recently lectured before the Beverly (Mass.) Rotary Club, with dahlias as his subject. In connection with his talk he exhibited about two hundred specimens, and explained the characteristics of the various classes. During the evening he allowed one of his seedlings to be named by those present in honor of some lady at the gathering. Mrs. Grace E. Hill, of Salem, wife of Judge Robert Hill, was selected.

Richard Vincent, Jr., of Whitemarsh, Md., president of the American Dahlia Society, was present at the recent show at the New Haven (Conn.) Horticultural Society, which was very sucessful.

Fred D. Butler, of Springfield, has come to be one of the leading dahlia growers so far as new and rare varieties are concerned. He now has an unusually valuable collection, including a number of California varieties.

Washington, D. C., florists have been co-operating in encouraging a better knowledge of the dahlia, and recently held a show for that purpose. Z. D. Blackistone was chairman of the executive committee in charge of the show. M. D. Rice, of 1206 H. St., N. W., received the entries. It was announced that the judges would be Robert L. Graham, the florist, of Baltimore, John M. Root, a dahlia fancier of Collingswood, N. J., and Mr. Zhilow, Henry A. Dreer's dahlia expert.

The recent show of the Lansdowne (Pa.) Association was a great success. Dahlias predominated, and David R. Ritchie, of Lansdowne, was awarded first prize for having the finest dahlia. He also caried off many of the other prizes. The judges included several men well known in the trade.

S. C. Sweeney, of Pembroke, Mass., has come into the limelight as a dahlia grower. He has produced a great number of blooms this year, and intends to greatly increase his plant next season.


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## A HYBRID LOBELIA

Some of the gardeners who attended the National Convention in Boston recently were interested when they visited the estate of Judge W. H. Moore, at Prides Crossing, in a hybrid lobelia, produced by the superintendent, A. E. T. Rogers. The plant was seen growing by the water side in the rockery, where it seemed to be very much at home. It was made by crossing Lobelia syphilitica and Lobelia cardinalis. So far as I know no cross of this kind has been effected before. Mr. Rogers has plants crossed as above and vice versa. The flowers are intermediate in size, having wider petals than cardinalis and much larger flowers than syphilitica. The color is a rose magenta. The remainder of the plants will not flower until next year, but Mr. Rogers hopes that then some other shades will appear. It seems to me that this hybrid will be a valuable addition to our hardy plants, especially if other good shades are produced. Certainly Mr. Rogers' efforts along this line will be watched with interest next season.

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EDWARD I. FARRINGTON, Editor

SUBSCRIPTION RATES:

One Year, in advance, $1.00; To Foreign Countries, $2.00; To Canada, $1.50.

**Says Sam: The best thing about going away is coming home again.**

**The F. T. D. Convention** We believe that the members of the Florists' Telegraph Delivery Association prefer to have their annual gathering known as a business meeting, but to most people in the trade it means a convention. In any event these gatherings have come to mean much to the florist trade.

Without question the meeting now in session at Baltimore will be productive of much benefit to the members of the association, and for that matter to the trade at large, because the F. T. D. has assumed such extensive proportions that whatever it undertakes is reflected in all branches of the florist business. It is characteristic of the organization that it is seeking and hopes to develop at Baltimore a plan by which its work may be carried along in ways that are even more businesslike than in the past.

The question of a clearing house plan of handling collections is a matter to be given careful consideration. There is much to be done in this direction. The situation is not as bad as in former days, but even now complaints are constantly being made by florists that they have difficulty in collecting from other florists, especially in distant locations. In some of the smaller towns, particularly, florists have become more or less discouraged with the telegraph business, just because they have had so much trouble in making collections.

The program for the meeting is full of meat, and is strictly business throughout, although without doubt the delegates will find much opportunity for social enjoyment in the southern city, which is noted for its hospitality and good cheer.

**Florists and Shows** It is a matter for congratulation that the florists in several cities are beginning to realize the importance of public flower shows in fostering an appreciation of flowers in general, and thus aiding in the advancement of their own interests. Florists have acted as judges and committee members for many shows the past season. This seems to have been particularly true as regards dahlia shows. In Washington, the florists have gone so far as to aid in promoting exhibitions of this kind. In Boston there seems to be an unfortunate lack of affiliation between the florists as a body and the officials of the different shows. No doubt in time the situation will be changed, and the florists will take the part which they ought to take in making the shows a distinct success.

Florists have a particularly good opportunity in the shows to teach the public how to use cut flowers in a decorative way. This opportunity is certain to be seized upon eventually, as the fact is realized that in this way much can be done to enhance the public's appreciation of what are known especially as florist flowers. Many of the shows as now conducted make their appeal mostly to men and women who have gardens of their own, and who are seeking for help in making these gardens more attractive.

If the decorative side of the subject were given greater attention this appeal would be extended to those people who unfortunately are obliged to live in city apartments, but who have a fondness for the beauties of nature and would purchase flowers much more freely if they were to be shown how they could be used in different ways to give new and striking effects, yet without extravagance. Incidentally there is an opportunity in this manner to increase the demand for novelties in vases and flower holders of different kinds as well as arousing interest in other accessories.

**Editorial Notes** The American Dahlia Society honored itself at its recent meeting in New York City when it re-elected Richard Vincent, Jr., of Whitemarsh, Maryland, as president. Few men in the country have done as much as Mr. Vincent to arouse interest in the dahlia and promote its general cultivation. His own enthusiasm for the flower is so obviously genuine and whole hearted that it inspires a similar enthusiasm in other people. Under his direction the American Dahlia Society has come to be an organization of importance and influence, both of which will be increased as the years go by. The dahlia is fast coming to head the list of popular flowers, and there is much to be done in guiding the taste and method of the growers. William J. Rathgeber, of New Haven, (it may be well to give his full address, 198 Norton St., as he is the man to whom correspondence about the Dahlia Society should be addressed) was naturally re-elected as secretary, and it simplifies matters much to have Mrs. M. Rathgeber for treasurer.

While there has been considerable delay in receiving Dutch bulbs in some of the eastern cities, they seem to have reached the Pacific coast earlier than usual. It had been hoped there, as in eastern cities, that prices would be a little lower than last year. As a matter of fact, ocean rates were cut somewhat, but the railroad transportation robbed the importers of any benefit from this fact. What with the added duty from now on, bulbs seem likely to cost much more than we could wish.

It is with great regret that the trade has learned of the death of John T. Lovett, of Little Silver, N. J. Mr. Lovett had reached the age of 70 years, but felt that there was yet much for him to do. Certainly his advice and influence will be missed. Mr. Lovett had a very interesting as well as successful career, having had a prominent part in the development of the nursery industry in America for nearly half a century. His own business grew with great rapidity and the Lovett plant now covers 250 acres of land. Because of his appreciation of the work done by the different horticultural societies and the fact that he helped organize many of them, he had a very wide acquaintanceship. His passing will leave a distinct void.

# GRAFTED ROSES

It may seem early to talk roses for next spring, but we have been booking a lot of spring orders and you, who may be wanting a big lot early, may feel disappointed if we are not able to give you what you want when you want it.

Take up the question of spring requirements early!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


# CEDAR FOR FLORISTS

## S. A. Frost of Toronto Explains How It Can Be Used For Making Floral Designs

One of the most interesting features of the recent convention of the Canadian florists was the series of practical demonstrations in the use of cedar and similar materials.

The opening demonstration was provided by S. A. Frost, of Toronto. Large quantities of cedar were on hand, and from it Mr. Frost demonstrated numerous ways in which it could be used with benefit by all retailers. Mr. Frost advised the use of cedar because it can be used in small pieces of design work, and large fronds for backing up sprays, or as small trees for decorations. Placed in water, it takes the place of stock in the store in summer time and not only makes the place look full, but improves the appearance of the decorative features of the store, and is always ready for use any time it is required. It helps as well to make the store look cool. In winter it has a refreshing appearance, and if cut then and kept in water it will remain green and fresh looking for months.

Mr. Frost then gave a most interesting demonstration of the many ways in which cedar could be used. Barrel hoops were used as a frame work for cedar balls to be strung up for decorative purposes. In the use of ropes of cedar he advised utilizing strong thread for binding purposes. With cedar as a foundation, Prince of Wales gladioli were inserted in a basket design which was most effective. He advised the use of cedar to place around tubs containing palms as a cover.

Other impressive demonstrations were given by W. C. Hall, and Frank McKenna of Montreal, and S. A. McFadden of Toronto. Mr. Hall made up a $10.00 wedding shower bouquet, using Ophelia roses and ferns, with ribbon to bind the stems for a handle. He advised those present to be more careful about making a bouquet for a widow than for a bride, on the ground that she will be less excited and more critical. He said he liked to see the brides beforehand, in order that he could make a bouquet to suit.

One point that was brought out strongly by Mr. McKenna was that retailers should be careful not to try and make too large a profit on their made-up work. He told of having heard a retailer boast of the profits he had made on a certain design. The result was that, while Mr. McKenna did not say anything to him, he did not send that florist any further orders for retail work, because he felt he could not be depended upon to give value for the money.

Mr. McFadden stated that they still used tin foil on their wreaths as it helps to retain the moisture better. Colors of tin foil were used that would harmonize with the designs. While making up a spray he showed how garden flowers, which are plentiful and cheap at this time of year, could be used to advantage. Some cedar was used for backing. The color effects were most effective. A corsage of Pilgrim roses was made up. He advocated the use of ribbon to match the flowers and said that they frequently select flowers that will blend with the lady's dress. If the color of the ribbon is vivid it may not fit in to the general effect. Care should be taken to guard against any possibility of moisture from the corsage staining the dress. Avoid the use of too much wire. All the demonstrators were heartily applauded a sthey completed their different designs.

### GORNEY CHAIRMAN

#### Special Florists Group to Aid the Salvation Army

The florists of Boston are co-operating generously with the Salvation Army in the home-service appeal which it will make October 20 to 30 for $200,000 to be raised in the city to finance the Army's manifold local welfare and relief activities during the coming year. E. S. Gorney, of the Houghton-Gorney Flower Shop, has accepted the chairmanship of a special florists group, formed in accordance with the campaign plans for the industrial organization of Boston according to its various lines of activity. Mr. Gorney is organizing a committee to assist him in the work, and plans are already underway to reach every person in the trade in Boston directly with the appeal of the Army.

### BOSTONIANS IN BALTIMORE

The delegation of the Boston members of the F. T. D. who have left to attend the convention at Baltimore include J. J. O'Brien, Charles Boyle, Sidney Hoffman, Elijah Gorney, Henry Penn and Fred C. Becker of Cambridge.

The greenhouses of Charles Allen, of Florida St., Fall River, were burned recently, entailing a loss of $5,000

# WILSON'S

# O. K. Plant Spray

## Kills Plant Insects, Scale and Mildew

*Used by Leading Gardeners*

**Bbls. $90; ½ bbls. $50; 10 Gals. $20; 5 Gals. $10**

Brooklake Park,
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July 14, 1922.

Andrew Wilson, Inc.,
Springfield, N. J.
Gentlemen:

Your O. K. Plant Spray as its name implies is super-excellent. It is more than you claim for it. Outdoors we have cleaned our conifers of red spider. Rose garden is free and no dreaded rose beetle to dismay our efforts. Indoors I was at first skeptical with its application upon orchids. Previously I never sprayed them without loss of fleshy roots, no matter how light the application, but your spray has cleared all doubt as to its safety on rare orchids.

Carnations and Mums are kept free of pests and fungus disease. Its two-fold use is wonderful. Roses, our situation favors black spot, and every fungus disease a rose is heir to, but we spray the soil of the benches every week with 25% solution and are free.

It is in short an allied army of protection and care of all plants in horticulture's realm. I heartily recommend it.

Yours very truly,
W. R. FOWKES,
Supt. of Howard Cole Estate.

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**Barberry Thunbergii,** three year 12/18″ and 18/24″, or two year 9/12″ and 12/18″. All fine hedge plants.

**Barberry Thunbergii Seedlings,** large sizes for late fall planting.

**Shrubs** and **Vines,** a general assortment of two year well branched stock.

**Ornamental Trees,** a nice lot.

**Apple** and **Peach** trees.

**Forcing Roses,** Magna Charta and other leading varieties. Specially selected for potting. Late fall shipment.

**Multiflora Japonica Rose Seedlings,** extra heavy and well rooted. Very scarce.

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Before you buy any NATIVE **Azaleas, Ilex, Oxydendrum, Vaccinium, Viburnums, Zanthorrhiza, Abies, Kalamis, Leiophyllums, Leucothoe, Andromedas, Rhododendrons, Thuyas, Hemlocks, Galax, Shortia Ferns, Orchids, Dicentras, Liliums, Trilliums, Iris, Golden Seal, Ginseng, Polygonatums, Sanguinaria, Violets** and hundreds of others, get my prices. Send complete list of your needs in my line and lowest prices will be promptly quoted, consistent with the very best material and service. Sixty carloads furnished the trade last season (mostly Broad-Leaved Evergreens) with complete satisfaction.

It will be to your advantage to send for price lists and get acquainted with my organization for quality and quantity. Your correspondence is solicited and all orders will be handled to your entire satisfaction. Ask about unusual Decorative Evergreens. Rare and beautiful.

***Address...*** **E. C ROBBINS**

**PINEOLA, Avery County, NORTH CAROLINA**

## F. T. D. MEETING

### An Unusually Interesting Program for Baltimore Gathering

Florists from all over the country are headed for Baltimore, Md., as we go to press, to attend the annual meeting of the Florists' Telegraph Delivery Association, Oct. 10-12. An elaborate and unusually interesting program has been prepared. It included:

Welcome Address by "Dad" Graham.

Response by W. W. Gammage, F. T. D. Director of the Dominion of Canada.

Greetings from European Florists, by C. Engelmann, Saffron Walden, Eng.

District Units Plan, by J. Fred Ammann, F. T. D. Field Manager.

F. T. D. Clearing House Plan, by Wm. L. Rock, A. F. Borden and Herman P. Knoble.

Final Results of Canadian Exchange, by W. W. Gammage.

Steamer Service East, by Harold C. Perry, of Dards, New York.

Steamer Service West, by F. C. Jaeger, Jr., San Francisco, Cal.

Advertising F. T. D. Service to the Public,—In Large Cities, Herman D. Schiller, Chicago, In Medium Sized Cities, Frank Schramm, Toledo, Ohio, In Smaller Cities, George A. Washburn, Bloomington, Ill.

Co-operation with the Wholesaler, W. A. Hansen, Chicago.

Holiday Business, by Harry Crouch, Seattle, Wash.

How to Make a Dollar in the Flower Business, by Herman P. Knoble.

Future of an F. T. D. Temple or Permanent Institution to House all F. T. D. Departments, by former President Irwin Berterman.

Demonstration of a New Idea, by Charles Henry Fox, Philadelphia.

Store Management, by Henry Penn, Boston.

## SOUTHERN NURSERYMEN

### New Method of Summer Planting a Feature

John C. Chase, of Derry, N. H., brings home a very interesting report of the Southern Nurserymen's Convention at Louisville, Ky. Mr. Chase attends conventions of this kind all over the country, and probably no man in America has a wider acquaintanceship among nurserymen in general. According to Mr. Chase, one feature which attracted special interest was Walter Hillenmeyer's new methods of summer planting. The Hillenmeyers operate a nursery at Lexington, and plant their seeds in baskets with an inch mesh. The following summer the plants can be taken direct from the baskets and planted anywhere desired. Considerable discussion was given to the ethics of the nursery business, and a vigilance committee of retail nurserymen was advocated. A committee to consider the matter was appointed.

James Young, of Aurora, Ill., spoke of the new national slogan of the nursery industry, "Plan to Plant Another Tree." He said that a movement started less than a year ago has become widespread, and that a broad campaign is being instituted to acquaint the public with the object of the tree planting propaganda.

It was voted to affiliate with the American Association of Nurserymen.

O. Joe Howard, of Hickory, N. C., was elected president, Walter Hillenmeyer, of Lexington, Ky., vice-president, and O. W. Fraser of Birmingham, Ala. secretary-treasurer. It was voted to hold the next convention at Atlanta, Ga.

Many of the delegates remained for the races, which came immediately after the convention, Kentucky horse racing being a great attraction. As a result some of the delegates came away somewhat poorer than when they reached Lexington, although a few are said to have had pretty good luck.


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| 5-in. | 35.00 |
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FIELD GROWN

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| 1-yr.-old | $10.00 | $ 95.00 |
| 2-yr.-old | 15.00 | 135.00 |
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Dracaenas Indivisa

| | 100 | 1000 |
|---|---|---|
| Seedlings transplanted | | $20.00 |
| 2¼-in. | $ 6.00 | 50.00 |
| 3-in., ready now | 12.00 | |
| 4-in. | 20.00 | |

Field grown, ready for 5- and 6-in. pots. $20.00 and $25.00 per 100

TERMINALIS

| | 100 |
|---|---|
| 3-in. | $35.00 |
| 4-in. | 50.00 |

Vincas, Variegated

DELIVERY NOW

| | 100 | 1000 |
|---|---|---|
| 2¼-in. | $ 6.00 | $55.00 |
| 3-in. extra good | 10.00 | |

Field Grown, $12.00, $15.00, $18.00 per 100

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American Landscape School, 22-H Newark, New York

# HOW TO GROW CYCLAMEN

Herman Bartsch of Waverley, Mass., read a paper on Growing Cyclamen, at the recent Canadian Florists' Convention that aroused much interest. It was as follows:

There is more interest today in the Cyclamen plant than in any other flowering plant from the commercial point of view. Why? Because the public likes it. A well grown plant with good foliage and six to twenty-five flowers and plenty of buds gives pleasure and satisfaction to the buyer. It is also liked by the retailer because it is easy to handle.

How to produce such plants is the question and problem with the grower. There are many and different methods used by different men. Soil and condition of localities vary and each grower has to solve his own problem. I shall confine myself to my own method and observation, having had some thirty years of experience, and having seen many other men handle this plant. I have come to the following conclusions for good production of this plant for Christmas trade:

Seeds sown in July or the first part of August will start in three to five weeks. About the middle of November and early in December, when the second leaf has developed, we transplant into flats 2 1-2 inches deep. In February the second transplanting takes place.

By the end of March potting is started; 3 and 3 1-2 inch pots are used. In May, the second potting is done into 5 inch pots; in June and July, the third potting into 6 and 6 1-2 inch pots; in August and September, the fourth and last into 8 and 9 inch pots.

A good compost of sod, cow manure, sand, leaf soil, charcoal, and lime is used. The main feature is good drainage.

Insects constitute the hardest problem to overcome. Mite is one of the worst enemies. Once the plant is attacked, a cure is hopeless.

We prevent infection of mite and other insects by having the flats, pots and table thoroughly cleansed and whitewashed and by regular smoking once a week, and occasional spraying with a nicotine mixture.

Last and most important is the man who has the care. He has to like or, more than that, love the plant. He must provide its wants. Food, water, light, shade, ventilation, and temperatures are important factors.

We give as much light as possible without burning the foliage. Light shading on glass outside and cheesecloth is used from May to September.

If this method is followed up carefully, almost anyone can produce good plants.

---

Quite an interesting discussion followed Mr. Bartsch's paper, a number of questions being asked:

Q.—"What should be done when a cyclamen blooms too early?" A.—Keep the buds picked out until the first week of September and pot on.

Q.—"How should the bloom be picked out?" A.—A clean snapping out is best.

Q.—"What soils should be used?" A.—Use leaf soil first and for later planting chopped sod so that the compost will be a little rough.

Mr. Suckling, Nova Scotia, expressed his appreciation for Mr. Bartsch's exposition. In England, they used to use hot beds, transplanting out of them. He has adopted the same principle here, growing the cyclamen on benches instead of potting. A small grower can grow his early vegetables, clear them out and plant in the cyclamen. By September they are in good shape.

---

Johannis & Robinson, of Springfield, Mass., are erecting a third house in the extensive range put up by them in the southern part of the state. Although Mr. Johannis has won a wide reputation as a rose grower, it is announced that the new houses will be used largely this season for the growing of carnations. This concern promises to become a very important factor in flower production in and around Springfield.

## CHRYSANTHEMUM GALL MIDGE.

The chrysanthemum gall midge is discussed by the Pennsylvania Department of Agriculture in a recent bulletin as follows:

"The chrysanthemum gall midge (Diarthronomyia hypogaea) is one of our most destructive insect pests of chrysanthemums growing under glass. It is an immigrant, coming to us from Europe very recently, and is being rapidly disseminated in this country by chrysanthemum growers who ship infested stock.

"Infested plants, particularly new growths, are so deformed by the gall midge as to be worthless. Its ravages can be overcome, however, by persistent work by the grower.

"First, if possible, start with clean stock. See that all cuttings taken in the fall are free from the insect, and in order to kill any eggs there may be on the foliage dip the cuttings in a solution of tobacco extract containing 40 per cent nicotine sulphate diluted 1 part to 80 parts of water, and to each gallon of the diluted solution add one ounce of fish oil soap, diluting it before adding.

"Growing plants that are infested can be cleaned up only by nightly fumigations for a period of six weeks.

"The adults emerge from the pupal cases in the galls in the early morning hours, and this is the time for effective fumigation, because within a very short time after emerging the adults mate and egg laying commences. Start the fumigation between 12:30 A. M. and 2:00 A. M., then the adults will be killed as they emerge.

"Nicotine paper or hydrocyanic acid gas can be used, preferably the former, as there is no danger from it. One sheet of the nicotine paper to each 1,000 cubic feet of house is a sufficiently strong dosage.

"If hydrocyanic acid gas is used one-eighth to one-fourth of an ounce of sodium cyanide to each 1,000 cubic feet of space is sufficiently strong to kill the adults.

"In small greenhouses or houses where a mixed lot of plants is grown, spraying with tobacco extract containing 40 per cent of nicotine sulphate diluted one part to 800 parts of water, and to which one-half to one ounce of soap is added, will give results. Yellow laundry soap or fish-oil soap can be used. Apply late in the afternoon, being careful to thoroughly cover all the foliage of the plants. The tobacco extract being present on the leaves will kill the adults as they emerge. An application every four days for a period of six weeks will thoroughly clean up the house."

**IRIS AND PEONIES**

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground: **Arnols, Brooklyn, Darius, Dr. Bernice, Exquisite, Gypsy Queen, Halfdan, Helge, Ingeborg, Jacqueminot, Liabaud, Lord Salisbury, Mme. Chereau, Mithras, Mrs. H. Darwin, Nibelungen, Princess of Teck, Queen of May, Rhein Nixe, Rose Unique, Shakespeare, Sherwin Wright, Walhalla, Walneriana, Ven Geerti, Hector.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

# George Watson's Corner

"You in your small corner and me in mine."

Sweet peas are becoming a factor in the market again after a two months' vacation on account of the hot weather. It's wonderful how they have picked up in the recent cool spell.

Mr. Akehurst, Jr., of Chas. Akehurst & Son, White Marsh, Md., who have a large area of glass and adjoining acreage, was a recent visitor and had a pleasant trip around Philadelphia outskirts, under the chaperonage of Ralph E. Faust of the Pennock Co. They visited Roeloffs, Southampton, and a number of other places made famous in flower growing in recent years.

Mrs. McWilliams of Pittsburgh was a keen business woman and conducted a fine retail flower establishment. When she passed away she left everything to her old employees, and even added to it a good sized bank balance. In these days of grabbing and grafting, isn't it fine to hear of a thing like that. The weeds are thick along the wayside of life's journey; but once in a while we have to stop and look at some floral gem from nature's generous lap that makes us forget all the rank and weary for many a day. So Mrs. McWilliams shines out to us as a beautiful fragrant flower on the wayside of life, which calls to mind that our old friend Robert Buist of Philadelphia did exactly the same thing some years ago and I'm afraid I've never put myself in print on the subject which I ought to have done. But better late than never.

There are some wise men in the business who are afraid to say what they think for fear it might drive away some old and esteemed customers who think differently. They tell a story about an old Quaker in these parts who made it a point never to say anything bad about anybody, no matter how bad they were. His idea was to keep on the good side of everybody—good and bad—and so increase his business! All very fine. But how could the world progress if everybody did that. Seems to me the fellow to take your hat off to is the lad who has courage to throw his hat into the stagnant pool and clean the water up so it will be fit to drink.


## CARTERS BULBS AND SEEDS

Carters 1922 Bulb Catalogue contains a great many new and meritorious varieties of Spring and Summer flowering Bulbs and Seeds. The catalogue also contains a complete general list of the most popular and reliable varieties at present in demand.

**CARTERS TESTED SEEDS, Inc.**
**53 Barclay Street New York City**


The president of the association asked me the next day how I liked the party. I said fine, glorious. The host and his good lady were wonderful, and the ducks at the duck pond, and the sheep on the lawn, and the trees and streams—say—everything was delightful. The eats and drinks, from champagne to Jamaica, were of the real calibre, and had evidently been saved up. But—I spoiled everything when I said—Louis, I believe at the windup I was the only sober man in the crowd! He said you are a blankety blank liar—didn't you hear how I called down that editorial orator swinging his swallow tails and shouting! So I said, all right—we will call it two out of the 125 then.

At the Craig place at Norwood there is always something you haven't paid particular attention to before—no matter how often you go there. This time it was an improved Adiantum Formosum. First it was gloriosa, which was much easier grown than Formosum, and a better keeper. Now comes an improvement, even on gloriosa. They call it Lemkesi. It has fine long stems, and is very hardy. Grand for cutting from, and just the thing to have handy in a retail place, where there is a bit of greenhouse nearby. The oranges, cyclamen, gardenias, begonias, Jerusalems and many other specialties are in fine shape and busy getting ready for the Christmas hoorah.

Now we come to the Harris place. We have said what we thought of Craig's place. There's but little difference in the things raised; and they stand on a pretty equal footing as to quality and perfection. Ferns, palms, foliage and flowering plants of all kinds. And a very hearty welcome from all hands. You can't afford to miss Harris' when making your little look around for the latest and best. They've even got a little bench of Exacum affine—if you know what that is. It must be forty years since I saw that old ever blooming gem. It's a good one for a window but has to be watered every day.

Dorothy explained all right about this "acute indigestion" that killed Louis Eisenlohr in such a hurry. She said, sure, it will get you 'round the heart; and even back of your shoulders. We love her gray hairs and we respect Aunty Dorothy's opinions; but indigestion back of your shoulder seemed a little hard to swallow. We sugested: how about having it in your big toe; and she promptly told me:—to get out, or you'll lose your train. Also, she added, you've got rheumatism in your big toe already, so that will hold you for a while. There's no use arguing with a woman. She gets the best of it every time.


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### Godfrey Everblooming Calla

| | Doz. | 100 | 1000 |
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| FIRST SIZE BULBS, 1 in. diam. up | $1.75 | $12.50 | $100.00 |

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| | 100 | 1000 |
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| FIRST SIZE BULBS, ½ to ⅝ inch | $1.60 | $12.50 |

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## AMERICAN ROSE SOCIETY

### Medals Offered for a New Yellow and a New White Rose

At the meeting of the Executive Committee of The American Rose Society held at the City Club, New York City, on September 28th, 1922, the report of the officers showed a membership of over 2700, an increase of over 500 over last year, this increase being largely due to the generosity of a few of the members who last year contributed $1000 for a membership campaign. The new chairman of the membership committee, Mr. J. J. Lane, of New York, outlined plans for further increasing the membership during the next year. Mr. Lane felt strongly that the membership could be more than doubled if a more willing spirit of cooperation could be obtained from the many growers and dealers in roses. With this end in view immediate steps were taken to secure funds to underwrite the 1923 campaign.

The editor reported that the 1922 hand book was complete and would be mailed to the members within the next ten days.

The secretary told of his visits to English and French rose growers during the past summer and reported in some detail the work of the International Rose Jury at Bagatelle, Paris, where on June 15th the French Gold Medal was awarder to the Dutch rose, Elvira Araguay. He spoke also of the new foreign roses, notably of Padre, Ille de France, Mrs. Oakley Fisher and others. He emphasized the need of international rose registration to prevent name duplication, quoting a letter from the Rose Society of New South Wales in this connection. The editor was authorized to enter into correspondence with other National Rose Societies to see if some method of International Registration could be worked out.

The secretary reported that two Washington ladies, Miss Harrison and Mrs. Cuthridge, had offered a gold and a silver medal for a new yellow and a new white rose respectively, which should be originated by a novice, such a rose to be rated at over 85% on the American Rose Society system of scoring. This generous offer was

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accepted by the committee with expressions of thanks.

The question of the proposed June, 1923, trip to Portland was again discussed. The replies to a questionnaire, sent out to the members with the Annual, indicated that not enough members were interested to warrant the use of a special train.

JOHN C. WISTER,
Secretary.

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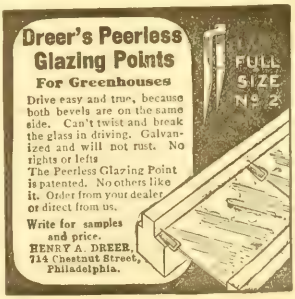
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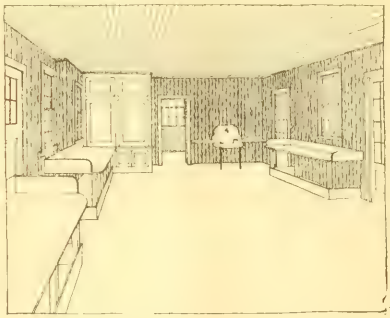
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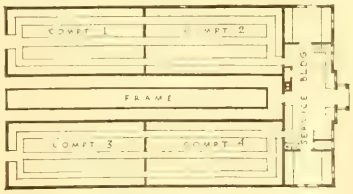
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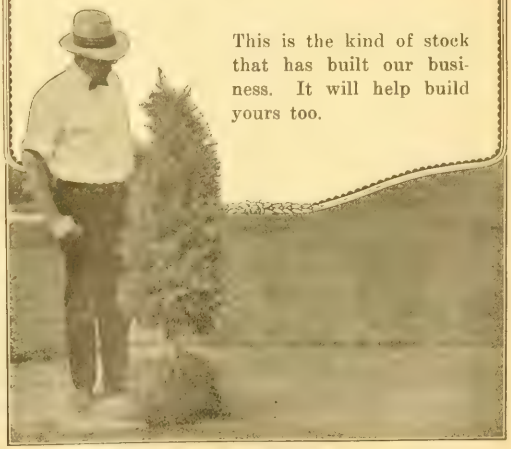
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**Catalog—Not Open Sundays**


## NEW ENGLAND

The Quarrey Floral Co. of Worcester opened a branch store in the Worcester market, and are making a special feature of blubs for fall planting

William Wallace Rhuland, florist, of Winchendon, Mass., has been sued for separate support by his wife, and an attachment of $2000 has been placed on his property.

Miss Lena C. Howard of Brockton and Monument Beach won first prize on seedling dahlias at the Brockton Fair. A special prize of five dollars was given Carver & Sampson of Brockton for a dahlia which measured nine inches in diameter.

Arthur C. Comey, Secretary of the Boston Society of Landscape Architects, has been appointed zoning director for the Boston City Planning Board.

## MR. DE VITA'S NEW PLAN

De Vita's Conservatories in Wakefield, Mass., has developed a new plan of selling flowers which is unique and promises well. What is called the Wakefield Flower Club has been formed. The members of the club are to pay dues of $1.50 or $3.00 a week, for which they will receive once or twice a week, as the membership indicates, a bouquet of fresh flowers. Deliveries will be made on Tuesdays and Saturdays. By joining the club members are able to obtain a greater variety of flowers than if they purchased them in the regular way, as Mr. De Vita will know in advance just how many bouquets he has to provide for, and of course will keep in mind the preferences of the members. Naturally the plan will be of considerable benefit to Mr. DeVita himself.

Albert Butterworth, of Main St., Worcester, Mass., has been showing this year one of the largest collections of dahlias to be seen in that city. Most of the newest and most expensive kinds have been growing in his garden this fall.

At the Dahlia Show of the New Bedford (Mass) Horticultural Society, Mr. A. J. Fish exhibited the new dark red cactus seedling which won first prize at the Providence Show.


*"Some English Gardens In Surrey"*

BY

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# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189[illegible].

Vol. XXXVI OCTOBER 25, 1922 No. 8

## THE TALK OF THE TRADE

It seems rather incongruous at first, and certainly it is unusual, to hear the buzz of a circular saw in a florist establishment. That is what I thought when I recently visited the greenhouse of Mr. A. J. Schmutz at North Adams, Mass. I soon learned, however, that Mr. Schmutz was making his own boxes for shipping away rooted cuttings and small plants, and when I heard his story concluded that he had hit upon a good idea. Mr. Schmutz grows begonias and snapdragons in a large way, shipping great numbers of them to florists far and near. He had difficulty in finding just the kind of container that carried the plants well, until he began making them himself. Now he has boxes just the right height to carry one layer of plants. The boxes have handles at each end, and are of the right size to be handled readily. They are made from egg crates and similar boxes which are collected at the stores. They are cut out and put together whenever there happens to be a spare hour or two in the day's regular routine.

It is a fact now that Mr. Schmutz has a reputation of shipping plants in better condition than almost anybody else in the trade. It is also a fact that when a shipment was made some time ago to a well known grower near Boston, the boxes filled with plants were packed away in the storeroom. Of course the plants spoiled, but the manager admitted that the fault lay with his people. The boxes when they arrived looked so good that the stock man thought they were a new lot, and packed them away, to be kept until he needed boxes for shipping his own plants.

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Fred A. Danker of Albany has certainly worked out the dahlia as a money-making proposition as well as anyone I know of. With him it is not a case of growing in quantity and selling them so cheap that it is practically giving them away, but he is elevating the dahlia as a cut flower and handles it in a way that it is a credit to himself and to the dahlia at all times.

He has a list of varieties, both named and unnamed, some new and some of the old stand-bys, but handles them all profitably and has nothing but the best. And while on that subject, it is interesting to know that the old variety A. D. Livoni is one of the popular sorts with him, and when handled as I saw it by his designer, I don't know of any variety that makes up more attractively in sprays or baskets than that old time favorite.

Mr. Danker thinks very highly of a hybrid Cactus Field Marshal, a beautiful yellow, and also Frau Scheff, a fawn, and Mrs. Carl Salsback, a pink.

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I am beginning to think that the rose grower is rapidly approaching the time when he will find Columbia in over-supply. It is perfectly natural that there should be a large quantity grown. Taken on an average, there is not a rose grown under glass that has the same good habits and gives the same good results to one and all as Columbia. But the grower will have to watch out that the supply is not made top heavy.

Speaking of Columbia brings to my mind again the rose which A. N. Pierson, Inc., have named Mrs. Warren G. Harding, a sport of Columbia. It is simply a dark Columbia, getting close to the color of Premier, and has many points to commend it. That means of course, every good point that Columbia has, and from what I have heard and seen it has the additional good point of not throwing so many crippled buds.

We have gone far enough in the season now to mention again the new rose Commonwealth. I have seen it in a number of places, and have always found it doing well. This variety appears to me to be a quick grower, clean and healthy, and I see no evidence of blind shoots. I have a great wish that Commonwealth will do well. There is a place for it and its future is promising.

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W. W. Hannell of Watervliet, N. Y., is a grower who needs to take his hat off to no one in the way of Erica Melanthra. He has several houses of



Style of Shipping Box Made and Used by A. J. Schmutz of North Adams, Mass.

as perfect stock as I have ever seen, ranging all the way from 15" above the pot to 40", heavily set with buds, nice stocky plants, not thin and skinny.

Florists often do not realize the money making possibilities of Acacia. Charles Beasley at his greenhouse in Quincy has a wonderful specimen of Acacia pubescens from which he sold three hundred dollars' worth of blooms last season. In spite of that fact he expects to sell it when a good offer is made because he needs the space. The plant now stands at one end of the carnation bench. It reaches to the top of the house and has a wide spread on both sides. Its growth is exceedingly thrifty for it stands in a half barrel where it can be readily fertilized and watered. It is doubtful if there is a more perfect specimen of this variety to be found anywhere in New England.

Close by is a specimen of Acacia Bayleyana. This tree, which is even larger than its mate, is to be kept in the greenhouse. With its silvery foliage and its fine habit it is a handsome plant to look upon.

Many nurserymen and others who have tried to propagate Azalea Schlippenbachii have reported great difficulty in transplanting it. According to Mr. Judd, propagator at the Arnold Arboretum, the difficulty lies in the fact that the work is undertaken in the spring. It has been found at the Arboretum that the fall is the only time of year in which Azalea Schlippenbachii can be transplanted successfully. It does not have two growing periods, like many other azaleas, and ordinarily starts to grow very early in the spring, so early that if moved it is certain to have its growth checked.

Some nurserymen have transplanted it for several years in succession, only to have the plant stand still, making practically no growth at all. If they had tried transplanting in the fall, they would have had no difficulty. About a hundred plants have been set out in the open ground in the Arboretum this season, while fifty more have been potted up, and about six hundred have been set out in the nurseries.

The Idle Hour Nurseries, of Macon, Ga., have issued an advertising booklet which seems to me of unusual value. It is put up in such a form that it is easy to handle and the various kinds of plants are divided in a very convenient manner. The first page is given over to a discussion of the telegraph order business, for in spite of its name this concern handles cut flowers as well as nursery stock. The prices are given of cut flowers for all seasons of the year, the months being specified.

Prices are given for bulbs in October, and for special plants for Christmas sales, for Easter sales, for weddings and for bedding plants.

Customers are advised that they should place their orders at least a week in advance when flowers are wanted for graduation day, Easter, Thanksgiving day, New Year's Day and other special occasions, but it is specified that ten days are required at Christmas time, and the statement is made that advance orders at Christmas time are not subject to countermanding. For convenience of the customers the store is kept open two hours on Sunday morning.

It is seldom that a more complete booklet, so far as the business of the florist is concerned, has been issued.

The Brunswick-Kroeschell Co., of New Brunswick, N. J., and Chicago, had a very happy thought when it conceived the idea of making reprints of the papers recently prepared and read by prominent wholesalers and retailers on the subject of mechanical refrigeration. The little pamphlet ought to be of immense value to every florist interested in getting rid of the annual ice bill. I know of no other way in which so much valuable data can be obtained in a small compass. Fred Lautenschlager, manager of the greenhouse department of the Brunswick, Kroeschell Co., tells me that he will gladly send copies to anyone who would like to have them.

## BOSTON

Lectures on orchids and poultry will feature the November and December meetings of the Gardeners' and Florists' Club. The nomination of officers will be made on Nov. 21.

The annual fall exhibition of the Massachusetts Horticultural Society will be held Nov. 4 and 5. Special features will be Chrysanthemums, Winter Flowering Begonias, groups of plants and fruits. Mr. C. H. Totty of Madison, N. J., will lecture both afternoons on the "Culture of Hardy Chrysanthemums."

Penn the Florist did the decorating for the Horne-Phelan wedding, one of the big society events of recent weeks. It was a church wedding and chrysanthemums, autumn leaves, and palms were used for the general decorations. There were also elaborate decorations at the house. Mr. Fred Maxwell was in charge of the work.

Woodman Bros. have nearly finished a new greenhouse at East Milford, N. H. The new house is 40x28 feet.

## JELLE ROOS BUYS MORE LAND

Jelle Roos of Concord, Mass., already one of the largest gladioli growers in the country, has bought another farm, which contains 70 acres of land and will extend his operations still further.

## PLANT GROWERS ADOPT NEW CREDIT RULES

On November 1st, 1922, the new credit rules of the New York & New Jersey Association of Plant Growers will become effective. All merchandise sold after that date will be on the new credit basis.

Under the new system all merchandise will be billed on the first day of the month following delivery. One month thereafter, if the account remains unpaid, a statement will be rendered with a notice to the effect that unless the account is paid within ten days the customer will be reported as a delinquent. If the account remains unpaid for an additional ten days the customer will be reported as a delinquent and his credit will cease and sales will be made on a cash basis only until the account is reported paid.

The members of the Association feel that this new credit ruling will be for the mutual benefit of the growers and their customers and will establish uniformity in the matter of credit in their branch of the trade.

WILLIAM H. SIEBRECHT, JR.,
Secretary.

## SCRANTON FLOWER SHOW

Scranton's (Pa.) second annual flower show will be conducted at the 13th regiment armory on November 7-8-9-10, it was announced following a meeting of the Scranton Florist club at the Elks' club rooms. Nearly $1,000 in numerous cash prizes will be awarded to exhibitors of the most beautiful plants and cut flowers. Three judges, well known plant growers, have already been appointed by the Florists' club to judge the pieces exhibited. They are: S. S. Pennock, of Philadelphia; F. J. Baker, of Utica, N. Y., and Anton Schultheis, of College Point, N. J.

## BOSTON FLOWER MARKET PLANS

No actual work has been done as yet on the old Cyclorama Building which has been bought by the Boston Flower Market, Inc., and which is to be remodeled, but plans are being prepared and doubtless will soon be completed. Great care is being exercised to have these plans exactly right, and for that reason they are being revised and changed as new ideas are presented.

The annual meeting of the Market Association will be held at the American House at 8 o'clock Saturday evening, and at that time the whole matter will be reviewed for the benefit of those present. It is announced that there will be no refreshments this year, the meeting being entirely for business purposes.

## BULB CONFERENCE CALLED

A conference to consider the importation of bulbs into this country, some of which are now prohibited, will be held at Washington, Monday, Oct. 30, at 10 a. m., the United States Department of Agriculture announces.

## DEATH OF MRS. MINNIE DAWSON BLOSSOM

The sudden death of Mrs. Minnie Dawson Blossom at her home in Dedham, Mass., is reported. Mrs. Blossom was the daughter of the late Jackson Dawson, of the Arnold Arboretum, and the wife of a well known landscape architect. She was forty-four years old.

## GENERAL NEWS NOTES

An item is going around in the press to the effect that N. P. Lindberg, the originator of the slogan "Say It with Flowers," was recently killed in an auto accident in North Dakota. Apparently there are some people even yet who have not learned that it was Maj. P. F. O'Keefe who actually originated the famous slogan.

Charles L. Rischer, a well known florist of Atlantic City, has opened a new retail store at 1622 Pacific Ave. It is a very handsome store, the interior decorations being done in silver gray. At the rear of the store is a fifty-foot greenhouse.

The twenty-fourth Annual Exhibition of the Tarrytown Horticultural Society will be held at Music Hall, Tarrytown, N. Y., November 1-3. These exhibitions are always unusually well staged and largely attended.

## THE FLOWER MARKET

It has been a seller's market for the last week. Mr. Charles Margolis, buyer for the Henry Robinson Co., said that he has not known so great a scarcity at this season for at least twelve years. At the present time, however, flowers are coming in more plentifully, but prices remain high. There are plenty of white chrysanthemums, but yellow "mums" are still short. Carnations are selling for three and six cents; roses for eight, ten and twelve cents; snapdragons are short, and not very good, but bring fifty to seventy-five cents a bunch. Delphiniums are badly wanted, and seventy-five cents to a dollar is being paid for them. First quality yellow "mums" have sold as high as $6.00 a dozen within the past week. Four dollars a dozen is a fair price. White "mums" bring considerably less. Violets have been unusually scarce and have brought $1.50, but the supply is increasing and the price dropping.

## NEW ENGLAND NEWS NOTES

It has been announced that Wallace R. Pierson, of Cromwell, Ct., will be a candidate for the State Senate. If elected, he is certain to make an energetic legislator and to keep things moving on Capitol Hill.

F. W. Johnson has established a florist and greenhouse business at 1667 South Main Street, Campello, Mass., where he has a well equipped plant.

Much sympathy is expressed in the trade for the widow of Herbert F. Calder, whose sudden death occurred recently at his home in Norwood. Mr. Calder had carried on a wholesale florist business for many years, and was particularly well known as a chrysanthemum grower.

**Good Money For All**

WHO CATALOG OR SELL MY CHINESE

**CINNAMON VINES**

MOST POPULAR—easiest grown and easiest sold climbers in the world. Delightfully fragrant. Hundreds sell immense quantities. Very nice to handle the Tubers never rot or dry, every one sure to grow and make friends. You can sell and deliver them by mail, express, or over your counters—from January to July. Splendid Display Cards supplied.

DEMAND ENORMOUS PROFIT DITTO

I AM HEADQUARTERS—largest grower in the world, and offer true "Gilt Edge" stock at low prices. I guarantee fullest satisfaction. Don't miss this mighty big "money-maker." Your customers want them. Trade List and particulars free. Attractive cuts supplied. Please write me at once.

**A. T. COOK**

CINNAMON VINE SPECIALIST

HYDE PARK-ON-THE-HUDSON, N. Y.

Also Sole Grower of Hybridized Potato Seeds—From the Seed Balls—for the Trade.

## PENNSYLVANIA'S BIG SHOW

The ninety-fourth annual flower show of the Pennsylvania Horticultural Society will be held this year in the Academy of Music, Broad and Locust streets, on Nov. 7, 8 and 9.

Plans now being formulated to extend the scope of the exhibition beyond those of former years are under the direction of a special Show Committee.

Co-operating with the Horticultural Society this year will be the Garden Club of America, which by the action of Mrs. Samuel Sloan, the national president, has appointed Mrs. J. Willis Martin, of Chestnut Hill, as the club's representative in this city for the show. The local groups affiliated with the Garden Club are the Philadelphia Garden Club, of which Mrs. Bayard Henry, of Germantown, is president; the Gardeners of Montgomery and Delaware County, of which Mrs. William T. Elliott, of Ardmore, is president, and the Weeders' Society, of which Mrs. Howard Wood, of Conshohocken, is president.

Exhibits will also be sent to the show from nearby sections of the State, from New York, New Jersey and Connecticut.

## NOTES FROM THE GALVIN STORES

Thos. J. Galvin, Inc., of Boston and New York, is carrying a good stock of the new rose Commonwealth, originated by Alex. Montgomery, at Hadley. The staff of the Boston stores say that the new rose has already become a pronounced favorite and seems likely to become a splendid addition to the rose family. It is also reported that American Beauties coming in of late have been of very fine quality.

This firm has had a lot of work recently in arranging decorations for weddings. These contracts have spread over a wide territory and some of them have required a large number of flowers.

Some very handsome Cibotiums have been used in restocking the Copley Square store, where they seem particularly at home. They are being substituted almost entirely for palms, which have not proved very satisfactory. Cibotiums seem to fit in much better with the type of architecture used.

A new Reo truck has been added to the firm's delivery service. It has been handsomely painted, and made a fine impression when first seen on the streets a few days ago.

# Eldora --- Eldora

*This New, White and Pink Variegated*

# Carnation

has proven so eminently satisfactory in every way that I shall distribute it to the trade this season, instead of next, as I had contemplated at first. I consider **ELDORA** a decided improvement over any variegated Carnation. A truly commercial variety. If I did not consider it such, I should not undertake to send it out. It is of good commercial size, very prolific, making no useless grass, with fine, strong stem, and it will not split.

**ELDORA** ships well and is a grand keeper

Come and see 15,000 fine plants growing at Cliftondale.

*Orders taken now for rooted cuttings*

$15.00 per 100; $125.00 per 1000; 250 at 1000 rate

## WILLIAM SIM

**CLIFTONDALE, MASS.**


### DEATH OF O. P. BECKLEY

There are people all over the country who will be grieved at the death of Oscar P. Beckley, head of the Berryhill Nurseries, at his home in Harrisburg, Pa. His death, at the age of 42 years, came after a breakdown which he suffered in July.

One of the founders and president of the Berryhill Nursery Company, with nurseries not only in this city, but in Sparta, Ky., and in Springfield, Ohio, Mr. Beckley's influence in the extension of park and landscape development in eastern cities was considerable. He was famous throughout the country for his landscape photography and many of the pictures which are particularly well-known were made in Harrisburg, subjects of ground which he had laid out.

He was not only an expert photographer, but his familiarity with plant life and his love of nature made him extremely valuable with those who had work of this kind today and some of the rarest and most beautiful views of roses, iris, peonies, dahlias and the like in the collection of the McFarland Press are his work.

### ST. LOUIS FALL FLOWER SHOW

A very complete premium list has been issued for the St. Louis Fall Flower Show and the annual exhibition of the Chrysanthemum Society of America, which will be held in St. Louis Coliseum Nov. 7-12. The St. Louis Flower Show Association, the Chrysanthemum Society of America, the Missouri Horticultural Society, the Missouri State Florists' Association, the St. Louis Florists' Club and the St. Louis Garden Club are co-operating to make the event a great success. The Coliseum is an ideal place for a show of this kind and a great number of entries has been made.

### MR. HAMMOND'S GOOD WORK

Mention was recently made in HORTICULTURE of the work of Mr. Benjamin Hammond, of Beacon, N. Y., among the young people of his community. In this connection it is interesting to read that at the Commencement Exercises of the High School Mr. Hammond was given a loving cup under very pleasing circumstances. Dr. C. C. Gaines, president of the Eastman Business College, made the presentation speech, and paid a high tribute to Mr. Hammond, who is president of the Board of Education. The cup is of solid silver, and bears the inscription: "From the Children and Citizens of Beacon, to Benjamin Hammond, thirty-three years president of the Board of Education, in appreciation of his long and constant service." It is pleasant to find that a man as active in business as Mr. Hammond can also find time for service to his community and the rising generation. Mr. Hammond is a distinct asset to the S. A. F. of which he has long been a prominent member.

### MORE ABOUT BUTTONHOLE BOUQUETS

Rochester, N. Y., Oct. 16, 1922.

Editor Horticulture,

Dear Sir:

That was a very interesting paragraph that you reprinted from the English HTJ about wearing buttonhole bouquets. It used to be a well-nigh universal custom in England where it was said that the first thing an Englishman did after having his morning tub and shave was to get a flower for his coat-lapel. The habit seems to have been dropped; but that is because for five years so many Englishmen were in uniform.

In London, I saw something that greatly impressed me. One morning I was walking down the Strand rather early, and I saw a man selling newspapers stop and buy a penny flower for his buttonhole. Now, he was far from being a beau; he was poor and poorly dressed. His pennies must have been important to him. His coat was not only shiny, it was threadbare and out at elbows. But he spent a penny for a flower to wear. I have often wondered about that man. I should like to have known him. I imagine that his wife wore a smile; I rather think that his children are apt to make good citizens. I think that little circumstance was a sort of index to the home and atmosphere in which his family lived. I wonder?

We don't use anything like the quantity of flowers the English use. They have them in their hotels and even in their restaurant-cars on the trains. We use them to some extent in our better hotels but not always tastefully. For example, I was lunching lately at a delightful hotel and there were flowers on all the tables; but I had to ask the waiter to let me change ours; there were white anemones and yellow and golden marigolds; but the effect was spoiled by the inclusion of some lavender cosmos. That is an impossible color combination and I had to risk the waiter's dislike and re-arrange the flowers or else have an otherwise delightful luncheon spoiled.

And the English were first to realize the absurdity of having an orchestra to play between the acts at the theatre, just as Mr. Belasco was our first manager to win our thanks by banishing the orchestra from his theatre. But the English did more, for they filled the orchestra space with great masses of flowers and decorative plants. In our own theatres, we seldom see any flowers except those forehandedly bought by the primadon-

na to be handed over the footlights for publicity purposes. And yet the use of flowers here is growing and will continue to grow. Which will not only be profit for those who grow them but profit in a finer way for those who have them.

Sincerely yours,
JOHN WATSON.

## QUARANTINE CHANGE

### Imported Plants May be Freed from Earth by Other Means than Washing

Secretary of Agriculture Wallace has approved an amendment to regulation 7 of the regulations under Quarantine 37, providing for the freeing of imported plants from sand, soil, or earth by "washing or other means." The requirement hitherto has been that such plants shall be thoroughly freed from earth by washing. The condition of freedom from sand, soil, or earth is, however, to be strictly maintained. The amended regulation will shortly be distributed to importers and others in interest.

This action was taken as a result of an informal conference of the Federal Horticultural Board, October 3, with the advisory committee of the American Association of Nurserymen. It was represented by the conferees that the washing of the roots, particularly of certain classes of plants, as performed abroad, was a source of injury to importations and of considerable losses. Many instances of such injury were presented. The importers were convinced that it would be more practicable to permit the removal of earth by shaking or other means where such removal could be thus effectively accomplished. As a result of a full discussion of this subject the Board agreed to the modification of the regulations now authorized.

Hereafter all importations must as hitherto be freed from sand, soil, or earth by washing or other means. In other words, the condition of freedom from sand, soil, or earth is to be strictly maintained. Any importations not so cleaned will be refused entry. The advisory committee of the American Association of Nurserymen has given hearty agreement to this action. The membership of this committee includes J. W. Hill, Chairman, of Des Moines, Iowa; Paul C. Lindley, Ex-Officio, President of the American Association of Nurserymen, Pomona, N. C.; C. H. Perkins, Newark, N. Y.; Harlan P. Kelsey, Salem, Mass.; and M. R. Cashman, Owatonna, Minn., all of whom were present except Mr. Cashman.

CHOICEST STRAIN
**JAPANESE IRIS**
(Iris kaempferi)
Thousands of fine transplanted specimens from selected seed imported from Japan. The colors are mixed and in hundred lots you will get all the gorgeous colors equal to the finest named varieties.
Strong transplanted $12.50 per 100; $110.00 per 1000.
HARLAN P. KELSEY, Owner
Boxford-Highlands Nursery Salem, Massachusetts

# GLADIOLI FOR FLORISTS

## Varieties Which Mr. Cogger Recommends That May Be Used For Cut Flowers

In a recent conversation Harold Cogger, son of Thomas Cogger, the well known gladiolus grower of Melrose, Mass., and associated with him in business, was asked to give a list of twenty varieties for florists or others who want particularly to grow gladioli in a commercial way. This list was to include popular varieties for which there is a call, but with only a few, if any, high priced novelties. The list which Mr. Cogger gave is as follows:

America, soft flesh pink; Bernice, light yellow; C. M. Kelway, pale shell pink; Europa, snow white; Evelyn Kirtland, light rose paling to shell pink with scarlet blotches; Gretchen Zang, rose pink with deep salmon blotches; Halley, salmon pink; Herada, pale mauve with deeper throat markings and making immense blooms on tall straight spikes; Loveliness, cream color with exceptionally large flowers; Mrs. Francis King, light scarlet with flowers opening very wide; Mrs. F. Pendleton, salmon pink with a carmine blotch and a very large expanded flower; Myrtle, pale rose and a particularly strong grower, carrying five or six open flowers at a time; Niagara, creamy yellow with a primrose throat and very large blooms; Panama, large wax-like flowers of clear pink; Prince of Wales, salmon rose and blooming very early; Red Emperor, extra large flowers of bright scarlet; Schwaben, pale canary yellow; Pearl, soft pink with extra large flowers; Wilbrinck, flesh pink, very large blooms on strong stems with four or five flowers open at a time; Mrs. Helen Franklin, a new ruffled variety, pure white with violet markings, a variety which has five or six flowers open at a time, which blooms early and is a good multiplier; Mrs. Dr. Norton, creamy tinted with light pink petals and yellow center; Mrs. L. S. McLeod, lavender with a blotch of white.

This gives a list covering a long season and most of the good colors. Mr. Cogger would also urge the beginner to start with a number of primulinus hybrids. Asked about several varieties commonly recommended, he gave his reasons for omitting them. Mrs. Watt, a striking clear crimson red, he said that it was impossible to depend upon each year. It sometimes comes well and sometimes does not. Glory of Holland he excluded in spite of its beauty because it has a tendency to blight. Willie Wigman, a very handsome blush white variety, was not mentioned, he said, because the bulbs were very hard to get.

James Neal, of Amesbury, Mass., has been raising seedling dahlias for several years. Among the new seedlings which are particularly promising are Mildred K. Neal, Annie L. Warren and Rose Neal.

**SEASONABLE STOCK FOR SALE**

CLEMATIS PANICULATA

| | 100 | 1000 |
|---|---|---|
| 1 year plants | $10.00 | $90.00 |
| 2 year plants | 15.00 | 140.00 |

3% discount cash with order. Send for new Trade List just out.

GLADIOLUS HEADQUARTERS

JOHN LEWIS CHILDS, Inc.
FLOWERFIELD, N. Y.

# RAMBLING OBSERVATIONS OF A ROVING GARDENER

Here and there as one reads the literature of horticulture he runs across many interesting ideas, some of which may give him food for thought and others which he will doubt from the beginning. I read recently that a good way to ensure working the soil when growing gladioli is to sow plenty of weed seed among the bulbs. The writer argued that the grower will be kept busy preventing their growth by using the hoe or cultivator, and thus make certain of stirring the soil around the "glads." There is no question but what under such circumstances one would be certain to have either a good garden or a mass of weeds, and yet the practicability of the scheme can well be questioned.

The fact is that the whole story as to the cultivation of the soil is not known as yet. Discoveries and some of them important are being made. One recent enperiment made on a large scale has shown that what is generally regarded as cultivation proved undesirable in the growing of sweet corn. In one patch the corn was cultivated in the usual way, working the soil an inch or two. In another patch a tool was used which simply sheared off the weeds as they appeared without breaking up the ground except a very thin layer on the surface. The yield from this patch was much larger than from the one where cultivation was practiced.

Other experiments have shown that many plants grow their roots close to the surface and that cultivation destroys large numbers of them. There is an opportunity for further investigation here as regards most of the common crops.

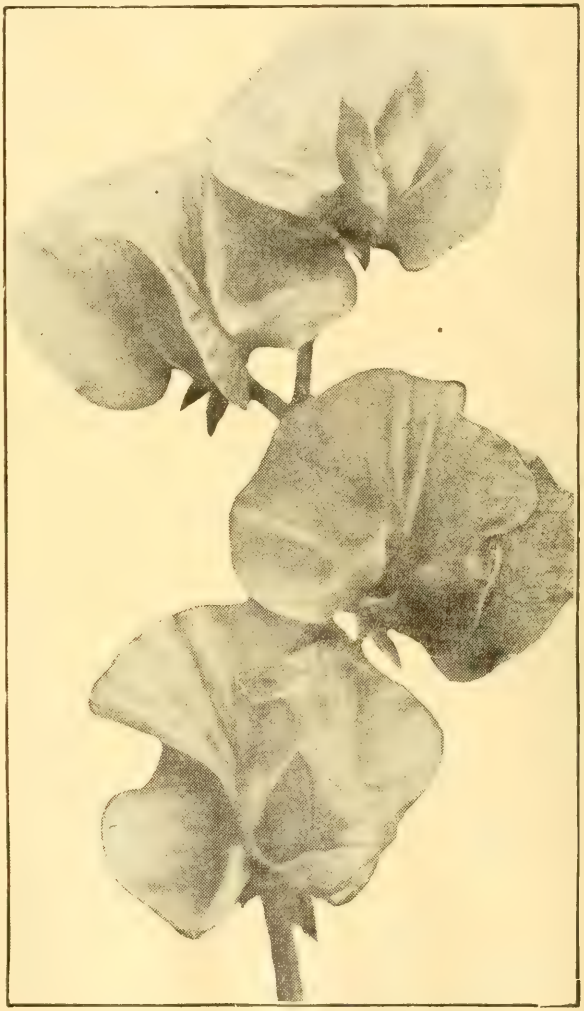
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I read the other day also that Portland cement makes an excellent fertilizer. It is stated that Portland cement has been shown to give a decided improvement in the quality of gladioli. It was tested with a variety which is ordinarily a poor keeper. When Portland cement was used as a fertilizer, however, not one corm was lost during the storage season. The writer of this note intimated that he was likely to use cement in largely increased quantities.

It may be that a discovery has been made here which will be of benefit to flower growers as a whole. But the chances are that a careful test would prove that a much greater benefit could be obtained from certain commercial fertilizers at the same cost. I believe that growers as a rule have overlooked the value of acid phosphate, and that they would gain much by a more liberal use of this fertilizer. However, if they feel like experimenting with Portland cement, it won't cost them very much. I am curious to know what would happen if a hard rain followed a liberal application of the cement. I suspect that the owner of the plants would find them well anchored to the ground.

Seldom has a new sweet pea been received with as much interest as the President Harding being put out by the W. Atlee Burpee Co., of Philadelphia. Of course the name has helped to advertise it, but the flower itself has made a sensation wherever seen. Its new shade of cerise, suffused with orange which seems to sparkle in the sunlight, is most attractive. Then, too, the flowers grow extremely large. Although the blooms were developed on the Floradale Farm of the company in California, they have been tested on the Fordhook Farm near Doylestown, Pa., and have proved just as satisfactory in the east as in the west.

Evidently it's a sweet pea which adapts itself to all situations, for in



The New Burpee Sweet Pea, President Harding

England it is grown just as well as here. In fact, its outstanding merit was so great that the National Sweet Pea Society of Great Britain gave it the highest award after a trial in which 106 new varieties from many countries were entered. This is the more noteworthy because it is the first time that the award has gone to a sweet pea grown ouside of the British Isles. The Burpee pea won on four points, color, size of flower, number of flowers on the stem and sturdiness of growth. Under the circumstances the Burpee people concluded that they had a variety which was well worth bearing the name of the nation's chief executive.

Visitors to the Brooklyn Botanic Garden have been much interested in the collection of perennial asters to be found there this season. This collection was brought from England last year by Montague Free, who is the head gardener, and who is also treasurer of the National Gardeners' Association. There are about 75 varieties in all, running through various shades of purple, blue and pink, and there are also white varieties. The plants came originally from the country estate of the Hon. Vicary Gibbs, and when they reached this country were set out in beds bordering the east side of the walk leading from the Laboratory Building to the Children's Garden.

A variety which excites particular attention is King George, which belongs to the amellus type. This form comes from Southern Europe, and is not as tall as the asters native to New England. King George has pale blue petals and blooms rather early. If I am not mistaken this variety has been distributed in a small way by a few of the nurserymen in this country, but has not become as well known as it deserves. In fact, there seems to be a general failure on the part of American gardeners to recognize the value of the amellus varieties.

## CHANGES AMONG GARDENERS

Gustaf E. Karlson has become head gardener on the H. A. Hayward estate at Franklin, Mass. He was formerly with Mrs. Adele D. Thayer of Franklin.

J. H. Snyder has become superintendent on the estate of Colonel E. H. R. Green, at Dartmouth, Mass. Mr. Snyder was formerly on the estate of the late General Charles A. Taylor at Buzzards Bay.

Charles A. MacKay has become superintendent of Greystone, the estate of Mr. Samuel Untermyer at Yonkers, N. Y. Mr. MacKay succeeds Albert Millard, who recently resigned.


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The superior quality and low cost of King Greenhouses will interest you. Write for the bulletins on semi-iron, pipe iron frame and steel frame flat rafter houses. We'll send them without cost or obligation immediately upon receiving your letter.

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## NURSERY COURSE AT AMHERST

The special course for nurserymen which was carried out so successfully at Massachusetts Agricultural College last year will be repeated this winter. The school is conducted co-operatively by the New England Nurserymen's Association and the College, assisted further by the State Nurserymen's Association of Massachusetts and Connecticut. The term begins January 2, 1923, and runs for ten weeks. There will be courses in horticultural botany, soils and fertilizers, nursery practice and landscape construction; also a course of special lectures by practical nurserymen. Applications for registration or for further information should be addressed to Professor Frank A. Waugh, Amherst, Massachusetts.

## CORNELL SHORT COURSE

In order to assist young men who cannot come to the University for the regular four year course the Department of Floriculture at Cornell University is again offering a short course in floriculture covering a period of twelve weeks.

For those especially interested in commercial floriculture two highly specialized courses are offered. One course will consist of a thorough study of the culture of cut flowers and greenhouse plants for wholesale and retail markets. The arrangement of flowers and the methods employed by the progressive florist in conducting his business will also be considered. Greenhouse construction and maintenance of commercial establishments will be dealt with in the second professional course; also location, cost, heating and the drafting of specifications. In addition to these courses students are required to register for agricultural chemistry, soils, plant disease and injurious insect pests, all subjects which are of utmost importance in plant culture. The student may also elect courses in gardening and garden flowers, landscape planning and planting or plant breeding.

A booklet descriptive of all the courses given during the winter months in the College of Agriculture will be sent upon request by addressing Professor E. A. White, Department of Floriculture, Ithaca, N. Y., or the Secretary of the College of Agriculture, Ithaca, N. Y.

—HORTICULTURE—

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**Says Sam: When you kick, be sure of your footing.**

**The F. T. D. Convention** As was to be expected, considering the men who had it in charge, the F. T. D. Convention at Baltimore was carried through without a hitch. Certainly this organization has set a new pace when it comes to conducting meetings of this kind. Every session was packed with good things, and not a delegate who attended went away without feeling that he had received enough new ideas to more than pay him for all the effort and expense required by his journey.

Perhaps the most momentous measures adopted were the clearing house and the organization plans. These are yet to be tried out, of course, and some doubt as to the practical nature of the clearing house scheme was heard, although the vote was unanimous. The general impression seems to be, however, that the clearing house plan will be of much benefit to the trade by eliminating a vast amount of bookkeeping and office work.

Pres. Philip Breitmeyer might easily have been re-elected. In fact there was a strong effort to keep him in office, but with a characteristic impersonal viewpoint he urged a change, believing that the organization should be kept on as democratic a basis as possible. Edward Sceery, of Paterson, N. J., to whom the election then fell, is a man who has done much for the F. T. D. and for the florist trade in general, and who is looked upon as a first-class executive. He will bring to his office all the business acumen which has made his personal enterprises a success. Mr. Fred C. Weber of St. Louis, who was elected vice-president, also stands very high in the trade. Secretary Albert Pochelon and Treasurer Rock were re-elected as a matter of course. It would be hard to find anyone to take their places.

There was no surprise in the fact that St. Louis won the next business meeting practically without opposition. The campaign which the St. Louis florists made at Toronto last year was well remembered, and no other city cared to enter the lists this time.

The Baltimore members of the trade proved themselves the best of hosts, showing the fine southern hospitality for which they have long been famous.

In the past few years the F. T. D. has come to be an organization of remarkable influence. What it has accomplished has been beyond the expectation of even its most sanguine backers. It has proved of tremendous value in extending the business of the florist trade and in giving it a solidity and permanence which it had lacked and which will do much to guarantee its future.

**Quarantine Reprisals** There has been a general feeling of apprehension in certain quarters that actual and drastic reprisals would be made by European countries as a result of the injuries done to their export trade by Quarantine 37. That the matter is already beginning to simmer pretty briskly across the water may be judged from the following article written by a correspondent of the Horticultural Trade Journal, of London.

> I have met recently a number of Americans about to return to the States who were sorely displeased that they cannot place orders for plants they have seen while visiting nurseries and gardens in this country because of their Government's prohibition, and it has been driven home to me that the prohibition is hurting our trade tremendously by reducing our output just at the time our renewed production requires increased demands, and perhaps even more so by the effect it is having upon the voluminous importation of European nursery stock of all escriptions. Protest and appeal on our part seems futile, but there is one thing yet that could be done if the whole of the horticultural industry of this country stood shoulder to shoulder in the common defence of its own livelihood. It should be decreed and rigidly adhered to that while no plants can be exported by us to America we will not import a seed from them. It would no doubt be inconvenient for us to do entirely without American seeds, but it is far from an impossibility, and it is worth while enduring much inconvenience for a while to bring home, as nothing else will do, to the American Authorities that International Commerce can never flourish on a one-sided policy. The difficult point is that seed merchants cannot see why they should take up the cudgels for the defence of the nurserymen, but with a little thought it should become patent to all that the seed trade would suffer tremendously if the nursery trade went under.
>
> Export of plants to America is not in itself a sufficiently important factor that we may say it controls the destiny of the British Nursery Trade, but a small pin may sometimes be required to hold a big rod in position to drive the fly wheel of a big machine, and the export of plants to America just now is a pin that is very essential to the running of our business machinery.
>
> I reason it out this way. The spending power of all classes in this country is at a low ebb. It is as much as we can hope to do to sell enough of the plants we are growing to keep upevena moderate pace of progress, but because of the American prohibition we are saddled with far too much Continental stock, the distribution of which reduces the output of our own productions. Thus, even apart from the advantage of sending some of our own stock to America we should be rid of a great deal of Continental stock that is at present being distributed instead of our own productions among our customers.

# GRAFTED ROSES

It may seem early to talk roses for next spring, but we have been booking a lot of spring orders and you, who may be wanting a big lot early, may feel disappointed if we are not able to give you what you want when you want it.

Take up the question of spring requirements early!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


# FLOWER COMPETITION

## How the Market For Outside Flowers Was Swamped the Past Season

Answering a question in a recent number of the Rural New Yorker, Mr. Elmer J. Weaver, the well known Pennsylvania florist, touches upon a question which is of no little interest both to florists and to amateur growers. It is a question of competition between the business florist and the man who grows flowers as a side line. Mr. Weaver writes:

Several years ago outdoor flowers sold on nearly all markets at a price that left the grower a good profit over expenses. I have a man in mind who planted a small area of asters, just a bed in his garden, and sold $115 worth from it. This was too good to keep, so in the following year some of his neighbors planted quite a lot, and he increased his area. They brought a fair price last year, and more farmers in this vicinity planted asters; one not many miles from here planted 16 acres. When these aster areas began producing there was little mountains of flower boxes at our railroad station each morning going to the city. In a week the market was so badly overstocked that in self-defence the commission men in the cities simply asked the farmers to discontinue shipping. The result has been that almost their entire crops were not marketed, for the simple reason that there was not enough business to absorb the enormous surplus. The same condition has obtained in regard to Delphinium Belladonna, an easily grown perennial, and one of the best all-round summer cut flowers on the list. Men who had a very small area previously have planted acres and acres of it, till the shipments have been far in excess of the possible sales.

Gladioli are another flower of which millions are grown each season, and with the exception of the early season forced stock the prices have ruled very low, even as low as $5 to $7 per 1000 on some markets. Compare this with the cost of the bulbs, the lowest of which sell for about $20 per 1000. This overstocked condition started with the advent of the outdoor flowers, and on Thursday, September 14, I was in Philadelphia, and the wholesale florists there were simply jammed with flowers from floor to ceiling in the large cold storage rooms 12 to 15 feet high. This has been the condition without let up all this summer.

Now this is simply a plain statement of conditions the past summer. We florists hope we may never see another like it, but I am very much afraid we will, especially if farm produce does not bring higher prices. Many farmers will consider even a very small income from flowers as a side line as just that much more cash on hand. The fact that income does not meet cost of production on all the other crops does not enter into the calculation, as the cost of production on all the other crops is away ahead of the returns. This puts the man who depends upon summer flowers as a large portion of his livelihood at a serious disadvantage. It is for the consideration of such people that I am writing these facts so fully. Personally, we shall not plant any more flowers to help this condition along. There is always the chance of a reaction in these matters. Many growers become disgusted with the low returns—or no returns at all—and quit.

## SIX-SEVEN-FIVE

### A Boylston Street Number to be Remembered by Farm & Garden Association

Within a few days the New England Branch of the Farm & Garden Association will have opened its new headquarters at 675 Boylston Street where, because of the better location and much more available space, it will be able to largely increase its activities. This Association is bridging the gap between women in the country who have home-made articles to dispose of and women in the city who are keen to obtain articles of this kind for use in their homes. The work already done has been of tremendous value, and will be increased many fold under the new and more favorable conditions.

The new venture is really the outgrowth of the Christmas markets, which the Association has conducted for several years. Because of the opportunity offered by the Association, one woman in Maine has increased her income three or four hundred dollars a year by the sale of hulled corn. A woman in Vermont is putting her brother through college by the sale of honey. Other instances might be multiplied to show what is being done. In the new quarters there will be a salesroom where the goods made by country women will be offered. Several prominent women are interested in the undertaking, including Mrs. George U. Crocker, Mrs. James D. Colt and Miss Marian Roby Case.

WHOLESALE PRICE LIST OF

# PEONIES

Special Sale of strong 3 to 5 eye divisions

No orders accepted for less than one hundred, nor less than twenty-five of a kind

Alice de Julvecourt, Arthemise, Ambroise, Verschaffelt, Boadiceae, Delachei, Dorchester, Delicatissima, Edulis Superba; Festiva Maxima, Fulgida, Gen. Bertrand, Magnifica, Meissonier, Mme. de Verneville, Princess Beatrice, Queen Victoria, Umbellata Rosea, Victoire Modeste, Victoria Tricolor and Virgo Marie

**$15.00 per 100**

Marguerite Gerard, Modeste Guerin, Mons. Dupont, Mme. Calot, Mons. Boucharlataine, Rubra Superba and Suzanne Dessert

**$30.00 per 100**

Mixed Peonies not labeled

**$10.00 per 100**

**No charge for packing**

## HOFFMAN PEONY GARDENS

*Hudson, Ohio*

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QUALITY + SERVICE BURR

THAT FALL BUSINESS

**We can give you prompt shipment on:**

**Privet,** California, Amoor River North, and Ibota, all sizes.

**Barberry Thunbergii,** three year 12/18″ and 18/24″, or two year 9/12″ and 12/18″. All fine hedge plants.

**Barberry Thunbergii Seedlings,** large sizes for late fall planting.

**Shrubs** and **Vines,** a general assortment of two year well branched stock.

**Ornamental Trees,** a nice lot.

**Apple** and **Peach** trees.

**Forcing Roses,** Magna Charta and other leading varieties. Specially selected for potting. Late fall shipment.

**Multiflora Japonica Rose Seedlings,** extra heavy and well rooted. Very scarce.

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Florists, Nurserymen and Private Gardeners Everywhere

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## $40.00

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739 BOYLSTON ST., BOSTON, MASS

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HAVING had thirty years experience growing and handling Native Ornamentals, my facilities and supply are unequalled, and a trial order will prove convincing. ERICACEOUS Plants my specialty, in both Nursery Grown and X selected collected stock for all requirements. My superior packing insures delivery in good condition to all parts and grading always up to highest standard in quality.

Before you buy any NATIVE **Azaleas, Ilex, Oxydendrum, Vacciniums, Viburnums, Zanthorrhiza, Abies, Kalamis, Leiophyllums, Leucothoe, Andromedas, Rhododendrons, Thuyas, Hemlocks, Galax, Shortia Ferns, Orchids, Dicentras, Liliums, Trilliums, Iris, Golden Seal, Ginseng, Polygonatums, Sanguinaria, Violets** and hundreds of others, get my prices. Send complete list of your needs in my line and lowest prices will be promptly quoted, consistent with the very best material and service. Sixty carloads furnished the trade last season (mostly Broad-Leaved Evergreens) with complete satisfaction.

It will be to your advantage to send for price lists and get acquainted with my organization for quality and quantity. Your correspondence is solicited and all orders will be handled to your entire satisfaction. Ask about unusual Decorative Evergreens. Rare and beautiful.

***Address...*** **E. C ROBBINS**

**PINEOLA, Avery County, NORTH CAROLINA**

## HANDLING SALES

### How Orders are Put Through at the Penn Store

Mr. Henry Penn of Boston presented an unusually helpful paper at the F. T. D. Convention in Baltimore, describing the methods of doing business followed in his store. What he had to say about the selling end was particularly valuable. In part it was as follows:

"Our salesmen write out the specifications of each order and then turn in the order sheet to the cashier, who has a very convenient booth, easy of access, where the order starts on its way. Whether it be a charge, cash or C. O. D. sale it is properly cared for by the cashier who files it in its proper place. All order sheets are put through the cash register immediately the sale is made and are rung in duplicate so that we have one sheet for office reference and the other for the clerk who will look after the same. For instance, all cut flower orders are selected by a special employee who attends to nothing else but selecting the orders as specified and placing them in readiness for the packer and his assistant, who do nothing else but the packing. We have found that we can do our work with greater despatch by having each one in the store attend to a definite job.

"At the rear of the store we divide the counters in this manner:—Order clerk's table, parallel with this the packer's table, and next in line the shipper's table, with the exit at the latter's immediate left ready for the truck. By having these three tables parallel and close to each other we are able to speed up our work.

"When the clerk has selected the flowers he places them with the original order sheet attached on the packer's bench, the latter then carefully packs them and places the box with the order sheet still attached on the shipper's bench. The original order sheet remains with the order until the driver is ready to start on his trip, when the shipper removes it and it is returned to the cashier. Through this simple operation we have overcome one of the greatest handicaps of our business.

"Orginally when flowers were leaving the store it was a problem to know whether the order was paid or charged or a clerk's gratis order. Having the duplicate order sheet system with the cash register imprint on both sheets, one has but to look at the order sheet attached to the box to know its contents and see whether it has been paid, charged or C. O. D. This method has helped materially in our system of checking up sales.

"Then, too, the shipper has his duplicate delivery slips for the chauffeur and himself, recording the time the package leaves the store and which truck was given the delivery. This method is undoubtedly adopted by all florists at the present time but the order sheet accompanying the order to the shipper's bench after it has been recorded by the cash register is worth while putting into practice."


# ATTRACTIVE FALL OFFERINGS

## Cleveland Cherries

Field Grown, Extra Fine and Well Berried. $15.00, $20.00 $25.00, $30.00 per 100

POT GROWN PLANTS

| | 100 |
|---|---|
| 4-in. | $20.00 |
| 5-in. | 35.00 |
| 6-in. | 60.00 |

## Crotons

EXCELLENT ASSORTMENT

| | 100 |
|---|---|
| 2½-in. | $ 25.00 |
| 4- in. | 75.00 |
| 5- in. | 125.00 |

Excellent value

## Delphinium Belladonna

FIELD GROWN

| | 100 | 1000 |
|---|---|---|
| 1-yr.-old | $10.00 | $ 95.00 |
| 2-yr.-old | 15.00 | 135.00 |
| 3-yr.-old | 20.00 | 175.00 |

True Belladonna

## Dracaenas Indivisa

| | 100 | 1000 |
|---|---|---|
| Seedlings transplanted | | $20.00 |
| 2¼-in. | $ 6.00 | 50.00 |
| 3-in., ready now | 12.00 | |
| 4-in. | 20.00 | |

Field grown, ready for 5- and 6-in. pots. $20.00 and $25.00 per 100

TERMINALIS

| | 100 |
|---|---|
| 3-in. | $35.00 |
| 4-in. | 50.00 |

## Vincas, Variegated

DELIVERY NOW

| | 100 | 1000 |
|---|---|---|
| 2¼-in. | $ 6.00 | $55.00 |
| 3-in. extra good | 10.00 | |

Field Grown, $12.00, $15.00, $18.00 per 100

## Funkia

VARIEGATED

Field grown, extra fine $20.00 per 100, $185.00 per 1000

## EASTER LILIES

A fine lot of bulbs ready for delivery now. **Formosum, Giganteum, Multiflora,** and also the **Hardy sorts.** All sizes. Prices on application.

**G. U. LIGGIT** *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE: 15 CEDAR ST., WATERTOWN, MASS. L. J. REUTER IN CHARGE

PHILADELPHIA


## PAUL P. DAILLEDOUZE

Paul Pierre Dailledouze, a member of the Dailledouze family that has been famous in floriculture for generations, is dead at his home at Troy avenue and Lenox road, Brooklyn. Mr. Dailledouze was born in Brooklyn in 1861, the son of the late Henry Dailledouze, a famous floriculturist, and was the twin brother of Henry Dailledouze, Jr. The brothers made a specialty of the carnation and were constantly experimenting with this plant. In their extensive Flatbush greenhouses they had hundreds of varieties of this flower. Their greatest triumph, with which they won many prizes, was "Enchantress Supreme."




# REVIEW OF DAHLIA SEASON

## Thomas Leavitt Discusses the Shows and Many Other Interesting Matters

At the end of the dahlia season Mr. Thomas Leavitt, president of the Dahlia Society of New England, says that comparatively few really good seedlings have been introduced, but that the older kinds have been grown in greatly increasing numbers, and that so far as he can see there is no falling off in the interest which the dahlia has aroused among all classes of flower growers.

"The decorative dahlia remains a favorite," continued Mr. Leavitt, in a recent interview. "I believe that more decorative dahlias are grown than the sum total of all the other classes. In this class I saw five new seedlings of much merit at the New York Show. Several good new Hybrid cactus have been introduced, and this class finds considerable favor, but does not seem at all likely to overtake the decorative classes.

"I was greatly interested this season in the great contrast between the New York and Boston shows. The New York show was really a commercial flower grower's exhibition. Of course many private growers showed their flowers, but the commercial growers vied with each other to make elaborate displays. From my observation, too, the competition was far keener in the commercial than in the amateur classes.

"The flowers which I saw in the commercial booths were far ahead of those to be seen anywhere else in the hall. As a matter of fact, the big commercial men have been remarkably successful in staging their flowers in New York. It is real art to put up exhibits like theirs. I understand that John Scheepers spent $2,000 on his booth. In any event, he made a wonderful showing. Handsome oriental vases were used for the flowers and filled with blooms having stalks five or six feet long. The flowers were amazingly well grown, and being against an enormous velvet background, made a wonderful picture which was enhanced at night by the rays from two spot lights located in an opposite balcony.

"The Burpee people, who won first prize, fairly outdid themselves in the arrangement of their dahlias. They used special stands of different heights which gave the effect of flowers growing on the plants in a garden. It was a liberal education to study the way in which the Burpee flowers were set up.

"After all, the best exhibit of flowers which I saw during the season so far as quality is concerned, was at the Brockton (Mass.) Fair. The dahlias shown at this fair were remarkably fine and the whole exhibit, while small compared with the big shows, was very creditably conducted, due to the energetic efforts of Dr. S. Irving Moody of Brockton.

"Of course many dahlias seen in the shows are forced, but I am convinced that field grown, unforced flowers stand up for a much longer time and make a better show, all in all. Personally I used only field grown blooms, and my exhibit at New York stood through the entire show without being renewed. I think there are few exhibitors who can say the same.

"It is necessary to warn some amateurs against the use of nitrate of soda, which damages the roots of the dahlias and results in poor growth the second year. The best fertilizer I have found is manure two years old. I use great quantities of such manure, produced on my own farm, and it is most effective. I do not, however, put it on at planting time, and am careful to keep it away from the roots. My plan is to apply it as a mulch during the growing season. I have found that both potash and wood ashes applied while the plants are growing are excellent to give them substance. Soot is sometimes used to strengthen the color, and it is a fact that soot will make white flowers whiter, just as it will make red flowers redder."

Speaking of the Dahlia Society of New England Mr. Leavitt said that it had been making good progress the past year. It now has a hundred members but a campaign is to be immediately launched to increase the number to 250. Several changes have been made among the officers, the list of which is now as follows: President, Thomas Leavitt, Dorchester, Mass.; Vice-president, J. K. Alexander, East Bridgewater, Mass.; Secretary, T. H. Hughes, 78 Brownell St., New Bedford, Mass.; Treasurer, Edgar W. Darling, New Bedford; Executive Committee, the above named officers and William Symonds, Marblehead; J. J. Marshall, Lynn; J. E. Jones, Waltham, and George Fish, Billerica.

### HAS ALWAYS LOVED DAHLIAS

#### Some of the Interesting Events in the Career of Richard Vincent, Jr.

Richard Vincent, Jr., of Whitemarsh, Md., who was recently elected president of the American Dahlia Society, has had a very interesting career, and it has been bound up largely with the dahlia.

When he was 6 years old he offered his father his whole fortune, 6 pence, if he would let him call his own one of a dozen dahlias that the father had just bought, the first the boy had seen. Mr. Vincent will be 80 in December.



R. Vincent, Jr.

"Those 12 dahlias were the first I ever saw," said Mr. Vincent, "and they were red and yellow and white, the only colors then. That was in Rugby, England. The dahlias were round balls and for thirty or forty years that was what they remained. All the florists tried for a perfect sphere and if they failed they would throw the flower out. It was only a few years ago that good taste began to develop and now we have these

**IRIS AND PEONIES**

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground: **Arnols, Brooklyn, Darius, Dr. Bernice, Exquisite, Gypsy Queen, Halfdan, Helge, Ingeborg, Jacqueminot, Liabaud, Lord Salisbury, Mme. Chereau, Mithras, Mrs. H. Darwin, Nibelungen, Princess of Teck, Queen of May, Rhein Nixe, Rose Unique, Shakespeare, Sherwin Wright, Walhalla, Walneriana, Ven Geerti, Hector.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

many varieties and colors and shades.

"When we came here from England I was 11 years old. I went as an apprentice to a florist, and from that time on paid my board and bought my clothes. When I was 21 I had $1,000 saved, but when I was 25 and married I hadn't a cent. I had lost all I had and a little property of my wife's. But the fighting blood of my ancestors helped me through.

"It was in Astoria, L. I., that I served my apprenticeship and then after I had lost everything I took the place I have now. There was a man on it who couldn't do anything with it and he thought if he let me have it on time he could at least get his taxes. There was a little old log cabin on it. When we reached it my wife said:

" 'Richard, you are here, and it is all right; but if you weren't I couldn't stand it. It's the most God-forsaken place I have ever seen.'

"There were 100 acres then, and now there are 400. The little log cabin is gone, and there is a house. We have two acres of lawn, there are four or five acres of greenhouses, seventy acres of dahlias, twenty-five of canna, besides other decorative plants, but those are nothing to the geraniums we raise. We ship them small, but we think it is nothing if we don't get 2,000,000 geraniums a year."


**GREENHOUSE GRAPE VINES**

8-in. pots, 2-yr. old 8-9 ft. long in excellent condition for fruiting next year.

Black Hamburgh and Muscat of Alexandria at $5.00 each.

A. L. MILLER
Jamaica, N. Y.

**Regal Lily Bulbs**

LILIUM REGALE
for Fall delivery

Large bulbs, 6-9 in., $40.00 per 100.

Large flowering bulbs, 4-6 in., $30.00 per 100.

Small flowering bulbs, 3-4 in., $20.00 per 100.

C. P. HORSFORD
CHARLOTTE VERMONT

**Evergreens**
**For All Purposes**

SUCH AS

Mugho Pine; Hovey's, Globe, Golden, Variegated, Pyramidal and Tom Thumb Arborvitae; Junipers; Japanese Cypress; Spruces; Firs and Pines.

Visit our nurseries or send for price list of everything for garden and landscape planting.

**NEW ENGLAND NURSERIES**
BEDFORD, MASS.

**CARTERS BULBS AND SEEDS**

Carters 1922 Bulb Catalogue contains a great many new and meritorious varieties of Spring and Summer flowering Bulbs and Seeds. The catalogue also contains a complete general list of the most popular and reliable varieties at present in demand.

CARTERS TESTED SEEDS, Inc.
53 Barclay Street New York City


## George Watson's Corner

"You in your small corner and me in mine."

Tom Butterworth, our old Framingham hero, paid us a pleasant visit on his way to Baltimore. He was accompanied by his wife and daughter. These Boston boys keep their hold in fine shape. Tom looks well, and shows up fine, against that other Boston hero, Antoine Louthy. The two of them, in their different fields, are both a credit to Boston, and help to keep her on a par with Philadelphia as the horticultural center of the world. Chicago and other woolly centers please hold horses. We may be willing to concede a few paces in the final race.

October 10th was a great day in Baltimore for yours truly. He met Perry and McKissick and millions of his old friends from all parts of the country. The Baltimore boys certainly gave the F. T. D. a most cordial welcome, and they returned the compliment in most cordial fashion leaving lots of business behind them.

We often think of our old trips up to Rangeley Lakes with Bill Stewart and Pat Welch and Old Portland and the nickel cigar man at Broad and Chestnut St. and a bunch of others. That was in the nineties and twenty or thirty years have carried most of them to the great beyond. We certainly had great times, and fine fishing in the lakes. And we never shot at each other thinking it was a deer, as happened recently to Dr. Maynard of my home bailliewick, Lansdowne. My old friend, Tom Martindale, used to brag about the joys of deer hunting and I never heard that he shot any of his friends for a deer. Just the same, fishing for mine. If I go up Rangeley way or into Canada it will be fishing and not deer hunting.

I have a suspicion that there were a whole lot of the boys besides Robert Lockerbie of Greenville, South Carolina, behind that nice package of 1922 silver Samuels received October sixth. But as I can't spot the others Robert gets all the credit. When I got the box and looked at the sender's address I said to John Dodds, "Ha, a little Moonshine from South Carolina." Then I weighed it and shook it. "No b'gosh, it's not Moonshine. Must be rivets by the weight of it." Then Dodds just like a woman says "Why don't you open it." So I opened it. Sixty-one. My sixty-first anniversary.


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**White Callas (Aethiopica)**

CLEAN, HEALTHY BULBS

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| 1½ to 1¾ in. diam | 2.00 | 14.00 | 125.00 |

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| | Doz | 100 | 1000 |
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| FIRST SIZE BULBS, 1 in. diam. up | $1.75 | $12.50 | $100.00 |

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| | 100 | 1000 |
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Ah, ha, so I had to take John down to the hotel and buy him some grape juice.

Do not forget that Armistice Day comes November 11th. Be well prepared with red poppies which symbolize our National sentiments for the boys who gave their lives to save the world. "In Flanders Fields where poppies grow," sang the poet, and he touched the true chord. Of course Hallowe'en Day comes before that; but no reminder is necessary about such old folk-lore days. We are all familiar with their dates from childhood, and have them down better than our own birthdays. The blue cornflower and the white asters also work in very nicely with the red poppies for Armistice Day.

We have all a touch of sentiment hidden somewhere inside of us. Some have it so strong that it bubbles and blossoms to all they come in contact with. Some have it so weak that it takes a cataclysm to wake them up. For instance, you take that Sellers' armchair dated 1682. It lay out on the Pennock lawn corner for years until sentimental Samuel came along and had it repaired and polished. Now, when the Sellers have their annual family meeting, they are all clamoring for a loan of it for a year. It was worth about twenty-nine cents until sentiment came along. Today, it is worth about a million. It's the same with horses and flowers and most everything until you put a little sentiment into the subject. A flower is but a wayside weed until you glorify it.

Well, folks, that little unionist questionaire of Sept. 25 has at least brought one good roar. It is dated Dedham, Mass., Oct. 15, and among other things say:—

"You certainly write some bunk! I don't believe you ever attended a

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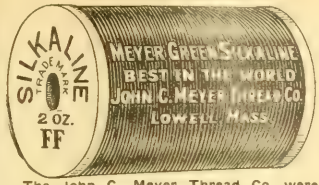
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trades union in your life; you have evidently swallowed the outpourings of some past master of the Manufacturers Associations; or else the voluble propaganda of the subsidized press. Maybe you write just to please Chambers of Commerce, bankers, and manufacturers. If so, all right. But no trades unionist would ever take any stock in such stuff!" That's the roar! It pleased me a whole lot, and I had a good laugh. But a roar isn't an answer. So the question remains just where it started. Come again. And please state what's wrong with the argument.

Hallowe'en it is, and Philip Freud of Michell's, as usual, is right there with the goods. Three or four wonderful window displays. He also promises to be on the job for Armistice Day, November 11th. That boy is a genius and sure knows how to combine sentiment with business.

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By M. G. KAINS

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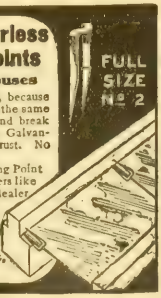
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**November 10, 1922**



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Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies. Send for Price List.
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We wish to call particular attention to our fine stock of Ferns which we are offering at this time:

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**NEPHROLEPIS ELEGANTISSIMA COMPACTA.** 3½-inch, 35c and 50c each; nice plants, 6-inch, 75c and $1.00 each; 8-inch, $2.00 each; 10-inch $3.00 to $4.00 each.

**NEPHROLEPIS MUSCOSA.** 3½-inch, 35c and 50c each; 5-inch, 75c each; 6-inch, $1.00 each.

**NEPHROLEPIS DWARF BOSTON.** 6-inch, 75c each; 8-inch, $2.00 each.

Packing added extra at cost.

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We can still supply the following varieties of Winter Flowering Roses, extra fine stock, out of 3½-inch pots. **Premier, Mme. Butterfly, Silvia, Pilgrim, Mme. Cecile Brunner.**

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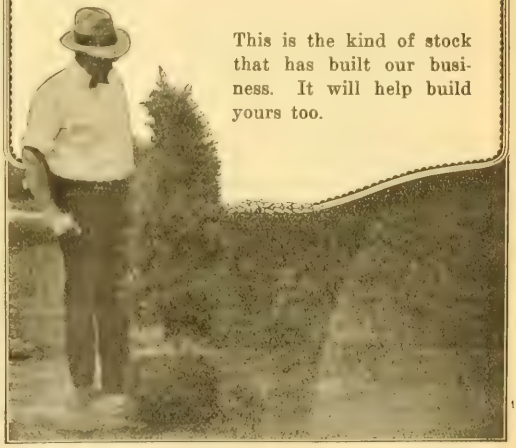
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are the months for **PLANTING** your **DECIDUOUS SHRUBS**

You can get **CHERRY HILL QUALITY** at **ATTRACTIVE PRICES.**

Come, **LOOK OUR STOCK OVER,** and you will be convinced **IT IS THE BEST EVER.**

# Cherry Hill Nurseries

(T. C. Thurlow's Sons, Inc.) **WEST NEWBURY, MASS.**

Catalog—Not Open Sundays


## BOSTON

Sidney Hoffman has recently stocked up with a great number of baskets which are among the most substantially made and artistically designed of any baskets which have been seen in Boston for a long time. Some of them will be used for fruit and others for flowers. They all came from the H. Bayersdorfer establishment in Philadelphia, and most of them were imported. They have aroused much interest in the members of the trade who have seen them. Mr. Hoffman is enthusiastic over the quality of these baskets, believing as he does that only the best material should be used for making up any kind of order which goes out of his store.

William H Elliott, as usual, is growing about 5,000 pots of chrysanthemums this year, his long house being given over entirely to these plants, which are in fine condition and selling well. Mr. Elliott says that the old standbys, like Golden Feather, Firelight, Pink Dotty, Pink Caprice and Gaza have not been improved upon as market flowers. The Elliott establishment at Madbury, N. H., has seen several improvements this season, new steam boilers having been installed, new coal and ash pockets put in and a new chimney erected.

Fitzgerald, the florist, has a very unusual window display at his attractive store on Huntington Ave. It consists of a miniature reproduction of the Harvard Stadium, the entire front of which is banked with carnations in different colors. The Harvard football team and a rival team are seen at play, and the window attracts much attention because of its unique character and the care with which the correct proportions of the Stadium and other features have been retained. This display is the work of Ralph McKenna, one of Mr. Fitzgerald's assistants, who is an athlete himself and comes from an athletic family, his brother being captain of the Detroit University team this year.

Welch's, Inc., the well known wholesale florists of Boston, now located at 95 Summer St., has been advertising extensively in the Boston papers, offering flowers at retail. He is specializing in a box of assorted flowers at $3.50.


## Evergreens
### For All Purposes

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Mugho Pine; Hovey's, Globe, Golden, Variegated, Pyramidal and Tom Thumb Arborvitae; Junipers; Japanese Cypress; Spruces; Firs and Pines.

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# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189.

Vol. XXXVI NOVEMBER 10, 1922 No. 9

## THE TALK OF THE TRADE

The William H. Elliott Sons Co., with its mammoth rose houses at Madbury, N. H., have a constant demand for manure in large quantities. The manure question has been solved at this establishment in a unique way, and one which holds possibilities for other florists. There is a large farm in connection with the plant which has been turned over to a dairyman. This man keeps 130 cows. The Elliotts pay the farmer a bonus of $20 a year for each cow, and have all of the manure that they require. This arrangement gives them a constant supply without any worry. A somewhat similar arrangement is now being made at the Brighton, Mass., greenhouses. The barn on the place is being fitted up to accommodate 16 cows, which will be handled by a neighboring farmer, the manure being available for the greenhouses.

Florists, like market gardeners, have found an increasing difficulty for several years in getting all the natural fertilizer they need. In some cases florists have tried to break into the dairy business, but have found it exceedingly difficult to run both lines. A man may prove a genuine success growing flowers but a miserable failure producing milk. By the Elliott plan manure in plenty is obtained without taking on any of the worry.

---

Mrs. William Edwin Clark, of Sharon, Mass., has hit upon a new sales plan, and one which is rather unique. Mrs. Clark has an unusual garden, laid out with great skill by a landscape architect, and containing perennials of the choicest kinds in great variety. She is advertising a plan of the garden, together with a photograph showing it at the blooming season, and roots of all the perennials which it contains, including many of the finest irises, at the price of $150. The whole collection includes about 540 plants and bulbs, and each plant root is numbered to correspond with a number on the garden plan. This makes it possible to set out the plants just as they stand in Mrs. Clark's garden, and as they were assigned by the landscape expert. Of course the plants which are sold actually come from a nursery which has been established in close proximity to the garden proper. Mrs. Clark specializes in irises of all kinds, and also in gladioli, having a very choice collection.

---

It doesn't matter much to Sidney Hoffman, the Boston florist, whether ferns are badly eaten by bugs, as this year's crop seems to be, or not. There hasn't been a fern in his store for many years, as he never uses them for making up designs or for decorations. Mr. Hoffman, who is known far and wide as a floral artist of exceptional skill, relies on hemlock as the basis of his pieces. He uses a vast amount of this hemlock, most of which comes from New Hampshire, and is of excellent quality. Sometimes he sends for it and sometimes it is delivered direct to him. He also uses considerable laurel, but has proven that hemlock is one of the most valuable materials which a florist can use if he knows how to handle it with a deft touch.

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Mr. Hoffman is enthusiastic over the treatment given the members of the F. T. D. who stopped in Philadelphia after the Baltimore convention. He cannot say enough about the extraordinary reception given the delegates by the Philadelphia boys, although the whole matter was arranged very quickly and without any idea of how many would be present. According to Mr. Hoffman, between twenty-five and fifty delegates had been expected to stop at Philadelphia. As a matter of fact, one hundred and twenty-five got off the train there.

The Philadelphia committee was not at all disconcerted, and the entire crowd was taken care of without the least difficulty, being given a splendid spread in one of the local hotels at noon. Then there were machines to take them anywhere they wanted to



Bins for Storing Dahlias on the J. K. Alexander Establishment

go, and when evening came supper was provided with hardly more than an hour's notice, and was enjoyed by eighty ladies and gentlemen. After that a theatre party was arranged, and the Philadelphia florists stayed right by until the train pulled out which carried the delegates away.

"Never," said Mr. Hoffman, "have I seen all branches of the trade work together so well as in Philadelphia. And never a more hearty display of good fellowship and genuine courtesy. No attempt was made to sell goods. In fact, business was not thought of. It was simply an opportunity to give the visiting florists a good time which the Philadelphia boys determined should not be overlooked.

"Charles H. Grakelow, Henry Fox and J. J. Habermehl were the men in charge of the entertainment. Each one is a prince, and all of them have the art of entertaining down fine. If a lot of florists ever come to Boston I hope that the members of the trade in this city will be able to do as good a job. Certainly they can learn some lessons from the Philadelphia florists. It is an occasion which will long remain in my memory."

Most of the stores handling bulbs have reported a very good retail business. There is no falling off in the demand for garden bulbs, and for bulbs to force. Some of the dealers have all they can possibly dispose of; others are already well sold out. Some fears have been expressed that the higher prices would cut down the sales, but this has not been the case. There is a question, however, how far the public will go when the time comes for paying more money for what must be considered as pure luxuries. The present outlook is that prices next year will be considerably higher than they have been this season. The new tariff is getting the blame. Whether the tariff is really responsible or not, the Dutch growers seem determined to use it as an excuse for increased charges.

According to A. J. School, of San Francisco, Cal., bulb growers have had a good season, the stocks of Freesia Purity, early flowering gladioli, ranunculuses and anemones being about exhausted. I understand that the demand for Holland bulbs is very good on the Pacific coast, Mr. School alone having imported 750,000 bulbs. The Holland stuff has all reached California in good shape.

John Lewis Child, Inc., of Flowerfield, N. Y., is offering Triteleia uniflora as a special premium to retail buyers. If I am not mistaken this is a rare plant in America at the present time. The chances are that the Child Co. has most of the stock. In any event, the bulbs cannot now be imported, as they are among those which for some reason which nobody can explain have been banned by the Federal Horticultural Board. Triteleia is a lily-like plant, with fragrant lavender-blue flowers, borne on tall stems. It makes a good plant to grow in the house.

I was much interested to hear Mr. Charles H. Totty say in his lecture in Boston the other day that the small flowered chrysanthemums were rapidly growing in popularity. He said that whereas in former years his firm used to sell hundreds of large mums to one of the smaller type, the situation was now being reversed. Many people find the singles and the early flowering kinds more artistic than the big sorts. He also said that the single variety Ida Skiff was being grown by the millions under glass around New York City, it being particularly easy to handle, keeping well and having won much popularity with the public.

## GARDENERS' AND FLORISTS' CLUB OF BOSTON

The Gardeners' and Florists' Club of Boston has planned a field day to be held Saturday, Nov. 18, at Halifax Gardens, where Eber Holmes, the well known rose grower, is in charge. Luncheon will be served at 2 P. M. Many of the members will go over the road, of course, but a train leaving the South Station at 12.39 will be convenient.

At the next meeting of the Club, the evening of November 21, Orchid Night will be observed. There will be talks by George Butterworth, Donald McKenzie, and George Ianson, all of whom are well known experts. A different group of orchids has been assigned to each speaker.

The many friends of Luke Doogue, long connected with the Boston Park Department, will be glad to learn that he is out again after a long illness.

Frank W. Rane, formerly State Forester and now connected with the trade at West Palm Beach, Fla., has been making the rounds of Boston florists and renewing old friendships.

## FLORISTS' ALLIANCE

### Dinner for the Trade To Be Held in the Near Future

The New England Florists' Alliance is planning for a dinner to be held in some hotel in Boston in the near future, date to be set soon. This dinner is to be for all branches of the trade, and a large attendance is hoped for. On that occasion the florists of Boston and the surrounding towns will have an opportunity to learn just what has been done by the Alliance



Pres. Charles F. Boyle

since it organized, and what the outlook is.

At a recent directors' meeting of the Alliance it was decided that the directors themselves should make a personal canvass for new members.

"Although the membership has been constantly increasing, there are still a large number of florists who do not appear to have sensed the value of the Alliance to them," said Mr. Charles Boyle, of Thomas F. Galvin, Inc., president of the organization, in an interview. "The fact is that the success of the New England Florists' Alliance will be of the greatest benefit to retailers and growers alike.

"The Alliance is now on a sound basis, and the preliminary work has been completed. A centrally located office with an efficient secretary has been established. It is only a question now of extending the membership to all parts of eastern New England. Already we have many of the most prominent and successful florists as members.

"We realize that the work of changing over the markets has interfered somewhat with the work of the Alli-

ance, but now that a market site has been settled upon we feel that it is time for the Alliance to go ahead more rapidly than has been possible up to the present time.

Asked about advertising Mr. Boyle said: "We have been making plans for advertising, but up to the present time this fall flowers have been selling at so good a price and without any apparent over-production that we have not felt it necessary or wise to do any advertising work. We shall be ready, however, when the right time comes to put on an advertising campaign. After all, that is the way an organization of this kind should work. It should watch its opportunities and put on a campaign that will stimulate buying at a time when the ordinary market is stagnant, and when flowers are hard to sell."

### MASSACHUSETTS HORTICULTURAL SOCIETY OFFICERS

The annual election of officers will be held by the Massachusetts Horticultural Society at Horticultural Hall, Saturday, November 18. The nominating committee, consisting of Prof. C. S. Sargent, John S. Ames, Thomas Roland and Mrs. Bayard Thayer, has submitted the following list:

President, A. C. Burrage.

Vice-president, Thomas Allen.

Trustees for Three Years, Mrs. B. R. Crosby, Arthur Lyman, Edwin S. Webster, and Fred A. Wilson of Nahant.

Trustees for Two Years, Robert Cameron of Ipswich, and Ernest H. Wilson.

Trustee for One Year, Mrs. Homer Gage of Shrewsbury.

### CAPLAN'S NEW GREENHOUSE

Caplan, the Florist, has completed the first section of a new greenhouse at the rear of his new store on Massachusetts Ave. This section is of Hitchings construction, and is fifty feet long. It is now being filled with flowering plants in pots, and adds not a little to the attractiveness of the establishment. Another section, where birds and gold fish are to be kept, is to be added in the spring. Mr. Caplan's new flower shop is one of the prettiest in Boston and one of the most conveniently arranged.

Thomas Pegler, an old time Boston florist, but now in charge of the Saunders establishment at Biddeford, Me., has been visiting in town. He was especially interested in the new market, as he was formerly a market director.

# CONTRACTS AWARDED

## Work on the New Flower Market in Boston to Be Begun at Once

The work of making over the Cyclorama Building on Tremont Street, Boston, so as to make it available as a flower market will start immediately. All the contracts have been let and the architect's plans have been completed. The architect chosen is Henry Bailey Alden, of Boston, and the general contract has been let to L. P. Sowle & Sons Co. The contract for heating the building has been awarded to John Chatman.

Because of the fact that the work must be completed by the first of January, the plans accepted are not very elaborate. Yet they will entirely change the outside appearance of the building, as well as increasing the floor space. Although the main floor is almost round at present, the building itself is square and by taking out the corners a square room will be produced. There will be arches at each of these corners. The partitions between the rotunda and the brick building in front will also be taken down, so that all the space inside the four walls can be used for market purposes. It is estimated that this will give about 22,000 square feet.

The entrance to the building is now at one side. By a new arrangement the main entrance will be in the front of the building, and will be quite imposing. There will be another entrance which leads to the basement at one end, and a second entrance to balance it in appearance at the opposite end, leading to the boiler room. A short flight of stairs will lead from the street to the market place.

Just what arrangement of stalls will be made has not yet been settled. But at each side of the room there will be a huge community ice chest. There will be toilet facilities, also offices and other conveniences. The matter of a restaurant has not yet been decided.

In order to increase the light in the market a series of windows is to be set into the roof around the dome, and the center of the dome itself is to be glassed over with a heavy filled glass, which will admit light but not heat.

Huge boilers will be used to heat the building, and it is planned to maintain a temperature of 70 degrees. The system to be installed will provide for 10,000 square feet of extra radiation to be available when the market is enlarged.

It is expected that a refrigeration system of some kind will be installed.

As the plan stands now there will be no other stores or offices on the ground floor, but the Henry Robinson Co. will occupy the entire basement, having about 10,000 square feet. This will give them double the amount of room they have at present and allow for an expansion of their already large business. The basement has windows opening on the street, and is really only a few feet below the street level.

The space at the rear of the building will not be occupied at present, but plans have already been drawn for a 3-story building to be erected there at some future time, and to provide for offices and other rentals. In the meantime the other wholesalers wishing to be in the vicinity of the market will have to find stores nearby.

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### ADVOCATES NATIONAL ROSE GARDEN

At a recent address in Worcester, Mass., Pres. Robert Pyle, of the American Rose Society, advocated the creation of a national show garden of roses in Washington, to be situated between the Washington monument and the Potomac River. He said that the society believes such a garden would do much to stimulate interest in roses.

David Watson, superintendent of the Dr. Lancashire estate at Essex, was one of the out-of-town visitors at the Boston Chrysanthemum Show.

Prof. Clark E. Thayer, connected with the Department of Floriculture at the Massachusetts Agricultural College, was a Boston visitor recently.

# Eldora --- Eldora

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# Carnation

has proven so eminently satisfactory in every way that I shall distribute it to the trade this season, instead of next, as I had contemplated at first. I consider **ELDORA** a decided improvement over any variegated Carnation. A truly commercial variety. If I did not consider it such, I should not undertake to send it out. It is of good commercial size, very prolific, making no useless grass, with fine, strong stem, and it will not split.

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## WILLIAM SIM

CLIFTONDALE, MASS.


## GARDEN CLUB OF AMERICA

### Many Gardens and Estates at Washington Visited

The spirit of gardens was in Washington during the meeting of the Garden Club of America, held there October 23-25. The spirit of hospitality was also there, and it warmed our hearts to have all the beauty of the fine old houses and charming gardens open to us.

The first event was the general meeting itself in the Red Cross Hall, where Dr. David Fairchild, in his address of welcome, told us that we might go to other cities and find more beautiful gardens but that in Washington we would find men interested and enthusiastic about the work the women of the Garden Club of America are doing.

His address was followed by one in which Dr. Charles L. Marlatt told us of the benefits derived from the much discussed Quarantine 37.

Our visit to Gunston Hall the following day was one long to be remembered. From the beautiful old house built by George Mason between 1755-1758, we walked through alleys of box ten and twelve feet high to the terraced garden where hot coffee and doughnuts and big red apples were served us by the old-time Negro servants.

On our return drive we stopped at the lovely Pohick church, where Mr. Mason, the builder of Gunston Hall, and George Washington had pews. Then we went to Mount Vernon where we placed a wreath on Washington's grave and planted a white ash tree. That evening there was a meeting in the National Museum at which Mr. Charles Moore and Mr. James L. Greenleaf spoke on the "Improvement of Washington." In the Smithsonian Institute Mrs. Charles D. Walcott's beautiful pictures of wild flowers were shown.

The next morning we paid a most interesting visit to the tents of the Agricultural Department and learned more of the quarantine.

In the afternoon we drove through beautiful Rock Creek Park to Mr. James Parmelee's garden. That evening a pretty Wild Flower Fantasy was given, and Dr. Coville and Dr. Wherry addressed us. Mrs. Helen E. Fowler also told us of the lily gardens which her father, Mr. Walter Shaw, had started.

The next day we were entertained in Baltimore, seeing beautiful houses and fine old box-bordered gardens there. No one who visited Hampton will forget the beauty of that house.

M. R. CASE,

Hillcrest Gardens,
Weston, Mass.


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**Boxford-Highlands Nursery** **Salem, Massachusetts**


## CHICAGO FLORIST CLUB

The last meeting of the Chicago Florist Club was held at Maywood, where the members were guests of the Associated Maywood Growers. The various modern plants in the vicinity were inspected and a well arranged flower show looked over. There were flowers from as far away as Cromwell, Ct., an exhibit of the Rose Commonwealth being sent on by A. N. Pierson Co. A dinner was served in the packing rooms of the A. F. Amling Co. and speeches were made by E. G. Hill, J. C. Vaughan, H. N. Brunf, John Michelson, August Poehlmann and Peter Pearson. At a business meeting which followed nominations of officers were made.

For President—F. Lautenachlage nominated J. C. Michelson. T. E. Waters nominated A. T. Pyfer.

For Vice-President—T. E. Waters nominated August Lange.

For Secretary—Walter Amling nominated F. Lautenschlage.

For Treasurer—Walter Amling nominated A. H. Schneider. Hans Jepson nominated Rudolph Ellsworth.

For Trustee for three years—Mr. Benson nominated Wm. Collatz. T. E. Waters nominated Joseph Kohout.

## TENNESSEE STATE FLORISTS

The Annual Convention of the Tennessee State Florist Association will be held at Nashville, November 13 and 14, at the Hermitage. An excellent program has been arranged. This Association now has 251 members. The present president is Harold Joy of Nashville, while G. M. Bentley of Knoxville is secretary and treasurer.

## BOSTON FLOWER SHOW

### An Excellent Exhibit of Chrysanthemums, Begonias and Orchids

Although the Fall Flower Show of the Massachusetts Horticultural Society last Saturday and Sunday was not noteworthy as to size and attendance, some excellent plants were shown. The principal group was set up by Loren D. Towle of Newton, and was very well staged. Another fine group along the side of the hall was made by Edwin S. Webster of Chestnut Hill. Both Mr. Towle and E. B. Dane made a good display of orchids. The Dane collection was in the lecture hall, which was otherwise given over to fruit, and contained several especially interesting rare plants. A particularly fine specimen of the rare Brassa-Cattleya Admiral Jellicoe excited much interest. The Cypripedium Hannibal, which is new, was noteworthy, and a better specimen of Laela-Cattleya Alex has never been seen in the hall. Donald McKenzie, superintendent for Mr. Dane, has seldom had orchids in better condition than those seen at this show.

James Marlborough, superintendent of the Thomas Proctor estate at Topsfield, again showed some of the marvelous English begonias for which he has become famous. Among them was Orange King, shown for the first time. This plant has flowers of very large size, and possessing a most delightful color. Emily Clibran, a salmon pink, was perhaps the largest specimen of these begonias ever seen in the hall.

From the estate of Mrs. W. W. Moore, at Pride's Crossing, came seedlings of the Chrysanthemum Mrs. Filkins, ten of them, grown by the superintendent, A. E. T. Rogers. Perhaps the handsomest in the lot has been named Rockmarge.

A particularly interesting exhibit was made by the Harvard Botanical Gardens, James Reardon, superintendent, consisting of Lantanas, Salvia involucrata and Begonia peltala, plants seldom seen.

Besides the flowers there was a large collection of fruit which attracted much interest. The display put up by Hillcrest Gardens, autumn leaves being used for the background, was especially attractive, and received the president's special prize of $50.

The awards for flowers were as follows:

**John Allen French Fund**

**Plants and Flowers**

Group of Flowering Plants; 1st, Edwin S. Webster.

Winter Flowering Begonias, 6 plants; 1st, Mrs. R. M. Saltonstall.

Display of Orchids; 1st, Ernest B. Dane.

Best Specimen Orchids; 1st, Ernest B. Dane.

Vase of Carnations, 50 blooms; 1st, Loren D. Towle.

Vase of Pink Roses, 25 blooms; 1st, Loren D. Towle; 2nd, Mrs. E. A. Clark.

Vase of White Roses, 25 blooms; 1st, Loren D. Towle.

**Henry A. Gane Memorial Fund**

Group of Chrysanthemum Plants; 1st, Loren D. Towle.

Trained Chrysanthemum Plant, White; 1st, Loren D. Towle; 2nd, Mrs. R. M. Saltonstall.

25 Blooms, Chrysanthemums; 1st, Loren D. Towle.

12 Blooms, Japanese Chrysanthemums; 1st, Iristhorpe; 2nd, Loren D. Towle.

12 Vases, Pompon Chrysanthemums; 1st, Iristhorpe.

10 Blooms, Long-stemmed Chrysanthemums, White; 1st, Loren D. Towle; 2nd, Mrs. L. W. Case.

10 Blooms, Long-stemmed Chrysanthemums, Yellow; 1st, Loren D. Towle; 2nd, Iristhorpe.

10 Blooms, Long-stemmed Chrysanthemums, Pink; 1st, Iristhorpe.

Silver Medal to Ernest B. Dane for Brasso-Cattleya Admiral Jellicoe.

**First Class Certificate of Merit:**

To Ernest B. Dane for Laelia Cattleya "Alex."

To Ernest B. Dane for Cypripedium Insignie Sanderae.

To A. T. Rogers for Chrysanthemum "Mrs. W. H. Moore."

To Cromwell Gardens for Collection of Pompon Chrysanthemums.

To Cromwell Gardens for Rose "Commonwealth."

To A. E. T. Rogers for Collection of Seedling Chrysanthemums from "Mrs. Filkins."

**Gratuities:**

To Henry Stewart for Specimen Oncidium Varicosum.

To Iristhorpe for Display of Chrysanthemum Blooms.

To Thomas E. Proctor for 3 Specimen Begonias.

To Harvard Botanic Garden for Display of Flowering Plants.

To Loren D. Towle for Display of Orchids and otier decorative plants.

To A. W. Preston for Specimen Plant of Polypodium Mandalanum.

To Artnur Lyman for Collection of Pompon Chrysanthemums.


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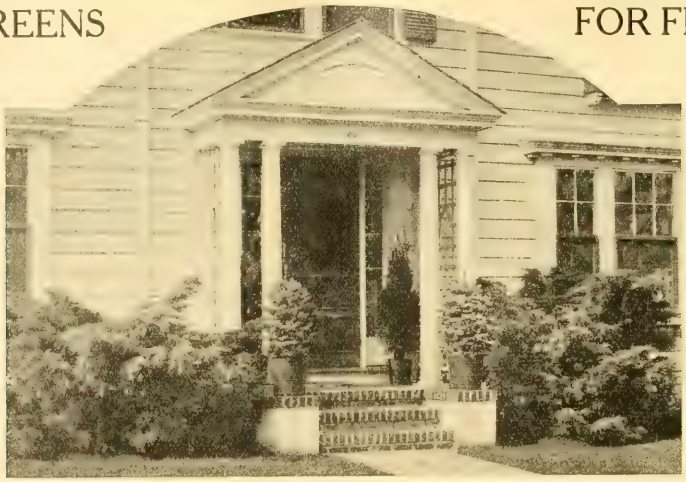
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3% discount cash with order. Send for new Trade List just out.

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FLOWERFIELD, N. Y.

# EVERGREENS FOR FLORISTS



—Courtesy Little Tree Farms
**Selling Tub Spruces to Private Homes Is An Almost Undeveloped Field**

There is or ought to be a close bond between the florists and the nurserymen. They have much in common. Indeed there is every reason why they should work together to a much greater extent than has been the case in the past.

As a result of the scarcity of box wood and bay trees due to quarantine 37, and the very high price of palms, florists are beginning to realize that evergreens in small and large sizes make a very satisfactory substitute. Accordingly evergreens in tubs and boxes are appearing in the florist stores in constantly increasing numbers. Mr. Theodore F. Borst, who is at the head of Little Tree Farms, of Framingham Center, Mass., which makes a specialty of growing evergreens for florists' use, says that the demand has been growing particularly fast since the quarantine. He is shipping a large number of these trees this fall. He makes a point of growing trees particularly heavy rooted and which are more than ordinarily symmetrical and well shaped. It isn't possible to take plants of this character just as they run in the nursery. They must be grown with a definite purpose in view.

According to Mr. Borst, many of the florists do not appreciate as yet the full possibilities of evergreens, even though they are using them much more freely than in the past. He points out that they have a double value. In the first place they are very useful indeed for decorating the store. If palms and similar material is not at hand, a few well shaped arbor vitaes or junipers can be used to take their places with perfect satisfaction.

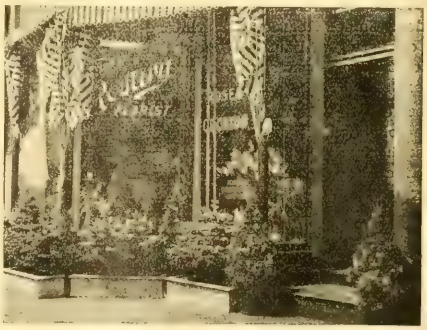
If sidewalk room is available, white spruces and other evergreens in tubs can be used to give a marked holiday spirit to the store. There are several instances in Boston where the truth of this statement is well drawn out. There's a fine group of spruces running the entire length of the Rosary on Boylston Street, while tubbed evergreens are used in profusion around the entrance to the very handsome and modern flower shop maintained by Mr. O'Brien on Beacon street.

Decorations of this character really need not cost the florist anything because all of them can be sold. The method which several up-to-date florists pursue is to constantly replenish their stock, making a point of selling all they have on hand every few weeks. This keeps a new supply constantly coming along, and of course there is a profit on every sale.

It may be worth while to make one observation at this point. Florists often place a higher value on plants of this kind than seems to be



Courtesy Little Tree Farms
**A Novelty Shop Window Banked With Evergreens**



—Courtesy Little Tree Farms
**Evergreens in Boxes in Front of Florist Shop**

justified. Perhaps that is because they are less familiar with them than with flowers, palms and ferns. The way to keep them moving rapidly is to sell them at prices which will appeal to the public. As a matter of fact, the people who frequent flower stores often fail to realize that these tubbed evergreens can be used to advantage in the home. It would be wise for the florist to place more emphasis upon them in his advertising, and in his selling. It is a decided help in many cases to put the name and price label in each tub or window box. That in itself arouses interest and opens an opportunity for salesmen to talk evergreens. In some florist stores it is important that the clerks be instructed as to the value of nursery stock of this character. Not having been familiar with it in the past, they cannot talk about it intelligently unless they are coached. It should be explained to them as well as to customers that all such evergreens as junipers, spruces, arbor vitaes and cedars can be used to advantage indoors as well as out, and that they are particularly handsome when used on porches, at entrances and in window boxes.

It is possible with but little effort to build up a big sale of window box material in the fall. Most people are glad to have the fact called to their attention that the boxes which have been beautiful with flowers and foliage plants throughout the summer can be kept just as handsome during the winter months.

Another line which can well be studied is the value of such evergreens for holiday decorations, and especially for Christmas gifts. It is a new thought to many people that they can make a present to a friend of potted junipers in pairs, perhaps, or a window box complete with its trim little plants, or an ornamental container with a fragrant spruce, for the living room or hall. Suggestions of this nature are likely to be received with appreciation.

Still another line worth developing is the decoration of store windows, other than those of florists. There are many concerns, especially in sections where high grade shops are found, which can be persuaded that boxes of evergreens around their windows, or a series of potted plants, will enhance the attractiveness of their store front and add to their list of customers.

It isn't necessary to stop even here in discussing the various ways in which stock obtained from the nurseryman can be used by the florist. But enough has been said to show that this is a branch of the business which is worthy of more attention than it has received from the average florist in the past.

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The Society for the Preservation of the Native New England Plants has sent an appeal to the pastors of all the churches not to use laurel for Christmas decorations, but to substitute white pine. The society claims that laurel is in danger of rapid extinction as a result of its extensive use during the holidays.




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American Forestry Company

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BLUE SPRUCE
Matched Pair $7.00
Over 2½ ft.
Packing at cost



Six Arborvitae and Window Box for $3.50
Plants about 1 foot high, packed in moist moss, in dark green box, 3 feet long, 7 inches wide, 6 deep.

THESE PRICES ARE TRADE PRICES AND NET

PACKING IS CHARGED FOR AT COST



Six White Spruce and Window Box for $3.50
Plants about 1 foot high, packed in moist moss, in dark green box, 3 feet long, 7 inches wide, 6 deep.

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**Cheerful Flower Stores**

If there is any one kind of store which ought to maintain an atmosphere of cheerfulness it is a flower store. Other things being equal, customers will invariably pick out a store where a sense of good cheer is manifested. Nevertheless, there are many flower shops which have a pathetic suggestion of sadness and gloom. It is true that much of the business done by some florist establishments is in the way of funeral work, but that is no excuse for a funeral appearance in the store itself, nor for an air of general despondency and lack of alertness on the part of the clerks. Why, even the undertakers are beginning to add a more cheerful note to their places of business!

Without question the store atmosphere has a very direct and very marked effect on the sales. There are store owners who have realized this fact for many years, and are enjoying prosperity as a result. The store which radiates good cheer is going to be visited time and time again by patrons whose first call was casual, and who would not come back at all if they felt a depressing influence. Moreover, customers will tell their friends of a store where cheerfulness is conspicuous. It is not quality alone nor price alone, nor the two together, which sell goods. The general atmosphere of a store has much to do with the matter.

This does not mean, of course, that the store must put all its emphasis on its decorations, or the attitude of its clerks. There must be fair dealings, of course, but the other matter is almost as important. There are some stores in which people feel like spending money. There are other stores where they feel wholly indifferent, and where money must be coaxed from their pockets by the skill or artfulness of the salesman. To tell the truth, there are some flower stores which the visitor gets out of as soon as he can and to which he will not return unless forced by pressure of circumstances.

How to make a store cheerful is a matter which must be studied by the owner. The same rules will not apply in all instances. There must be color decorations which are pleasing, cheerful and harmonious. It is well known that some colors are depressing, while others engender hopefulness and optimism. These are matters for a decorative expert to decide. In many instances it would be far better to enlist the services of a man who has made decorating his business than to rely upon one's own judgment or to use colors and decorative features which happen to have a personal appeal.

It goes without saying that a cheerful store must be well lighted, but with a marked freedom from glare. A soft, mild light but plenty of it, with no dark corners or gloomy alcoves, is bound to make a good impression.

There must be plenty of flowers in a cheerful flower store. An over-abundance of palms or greenery of any kind has an opposite effect from the one desired. In not a few flower stores, the ice chest is a great drawback. There are some ice chests which add to the beauty of an establishment, because they are designed to harmonize with the other features. There are other stores in which it stands out in such a conspicuous way as to be an offense. The ice box which makes the best impression is one which looks most like a room in which the flowers are displayed for attractive effects. If it looks merely like a box in which a lot of blossoms are stored until they can be gotten rid of, the impression is bad.

Finally there are the clerks to be reckoned with. Here is a great stumbling block. It is difficult to get men and women who always wear a cheerful countenance, whose voices are always pleasant and even-toned, who never yawn in the face of a customer, or appear offended if they fail to buy. Yet this is the kind of sales person that helps to build the success of a store. The clerk needs to be as healthy and robust as possible. People dislike dealing with a clerk who looks ill enough to be in bed, or tired enough to drop from exhaustion.

It must be remembered, though, that the character of the store will be reflected in a large way in the appearance and general attitude of the clerks themselves. A store which has a dyspeptic atmosphere is likely to produce dyspeptic clerks. They will react to depressing color combinations and inartistic decorations quicker than the customers themselves, because they are with them all the time. Clerks in such a store will not have a contented state of mind. They will come to appear nervous and high strung, and clerks in this condition are not fitted to meet customers.

Probably there are many people in the florist business who will scoff at these assertions, but they are not the florists who are making greatest headway. The psychology of selling embraces a wide range of subjects, and while the name itself may mean little, the facts are found to mean much to every owner of a retail store.

# GRAFTED ROSES

It may seem early to talk roses for next spring, but we have been booking a lot of spring orders and you, who may be wanting a big lot early, may feel disappointed if we are not able to give you what you want when you want it.

Take up the question of spring requirements early!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


# DISCUSSES CHRYSANTHEMUMS

## Charles H. Totty, of Madison, N. J., Gives Lectures in Boston

Two interesting lectures on chrysanthemums and their culture were given in connection with the Chrysanthemum Show at Horticultural Hall, Saturday and Sunday, when Charles H. Totty, of Madison, N. J., was the speaker. Mr. Totty had with him a large collection of hardy chrysanthemums, which he used to illustrate his talk. He said that this year had been rather unfavorable for out-door chrysanthemums, the continued warm weather having made the plants soft, so that they were easily killed when a sudden cold snap came. He had found, though, that oftentimes when flowers were destroyed by early frosts the buds which remained on the plants opened later.

He advocated planting the early flowering varieties from France in the garden, as, although they are not quite so hardy as other kinds, they flower in advance of the others. He believes it is worth while to give some special protection in the form of a wind break if necessary, so that the flowers will escape the first frosts, which usually come from the north or northeast.

He told of one estate superintendent who is just as careful to have a good fall garden as to have a good spring garden, relying upon chrysanthemums of various kinds, and using them in a sheltered place

Chrysanthemums are not particular as to soil, he said, but should be divided every spring, that being a point where many amateurs make their mistake. A small plant set out in April or May, and pinched back when four or five inches high, will make a strong, bushy plant by fall, and be filled with bloom. A little liquid manure given in July and August will be helpful.

If flowers cut for the house do not keep well, it is because the stems have become too hard. The remedy is to pound the ends of the stems with a hammer or mallet to break the tissues.

Mr. Totty likes oak leaves as a covering in winter, and warned against uncovering the plants too early, saying they were likely to get a start and then be frosted in the Spring.

For Pompons he recommended Anna Moran, Julia DeWitt and Sarah Townsend, which are bronze varieties; White Doty, Mary Anna and Snow Bird as white kinds; Zenobia, Connie Dick, Sidney Mitchell and Clara Jameson as yellow varieties, with Mrs. William Harrison as a good pink. Among the singles he considered Buckingham, Ida Skiff and Countess of Egmont as good bronzes; Charlotte Waite, Mrs. William Buckingham and Iva Grant as good pinks. He called Garza a particularly good white Japanese Anemone. Among the early flowering kinds he spoke of Yellow Advance, Seven Oaks, Mrs. H. Crosby, all of which are yellow; Normandie, and Charles Jolly, which are pink; Arthur Barham, Firelight and L'Argentuillius, which are bronze; with Belle Noll and Smith's Advance as white.

## SIDE DRAINAGE OF FLOWER POTS

At the recent convention of the Canadian Florists' and Gardeners' Association in Montreal, Mr. A. Walker of McDonald College, presented the unique idea of using flower pots with side drainage. Introducing the plan, he said:

"Some ten years ago I conceived the idea that the flower pot might be improved from the standpoint of the position of the point of drainage. After reasoning the matter out I became convinced that the idea was sound. Off and on since then, plants have been grown in such pots to my utmost satisfaction, so that to me at least the experimental stage is a thing of the past.

"The proposed change is a simple one, the point of drainage being in the side of the pot, the lower edge of the hole being on a level with the interior bottom."

Mr. Walker states that he proposes to push the idea hard and claims for the side drained pot that the aeration is as perfect as possible because the point of drainage is well above the material on which the pot rests, and that there is almost complete elimination of earth worms. He says that the plants can be turned out of the pots as readily as with bottom drainage, and that plants may be allowed to go a much longer time without being watered, when necessary.

The Leith Floral Co. has been incorporated at Haverhill, Mass., with a capital of $15,000.00, by Ella F. Kaulback, Frank A. Leith, Jr., and William J. Leith.

W. J. Carlton has completed a new greenhouse on Bridge St., in Beverly, Mass.

## DRANK FROM FLOWER POTS

### Guests at Buxton Dinner Also Ate From Flower Pot Saucers

An unusual dinner was given by Mr. George H. Buxton, the well known florist of Nashua, N. H., Monday, to the Nashua Rotary Club. The occasion was the celebration of Mr. Buxton's 38th year in business. Several florists were invited guests, among them, Harold Patten of Tewksbury, James Clark of Manchester, N. H., S. A. Goddard of Framingham, William Hathaway of Brockton, George H. Noyes and Gustav Thommen of Boston. Maj. J. H. O'Keefe was the principal speaker, and talked on advertising, with allusions to the development along this line done by the florists of America.

About 70 men sat down to the dinner, which was a most unique affair. The tables were set in the small greenhouse adjoining the office. Flower pots and saucers from the Hews Pottery Co. of Cambridge, Mass., especially prepared for the occasion and glazed on the inside, were used for serving the food. Large glazed saucers took the place of plates, while pots of different sizes were used for serving the soup and the coffee. The openings at the bottom of the pots were, of course, sealed up.

This was not the only unusual feature of the dinner, however, as both the coffee and the soup were poured from large watering pots. The whole affair was quite different from the ordinary dinner, and was hugely appreciated by the Rotarians and florists present, all of whom voted Mr. Buxton unsurpassed as a host.

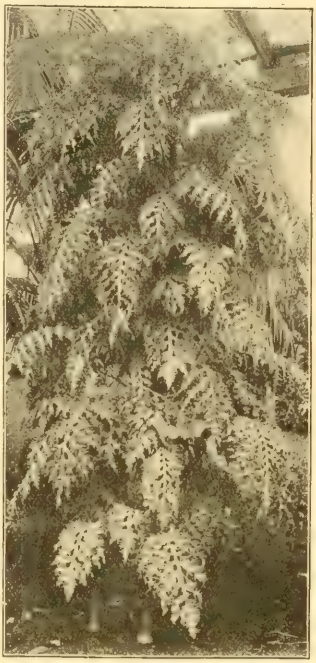
## THE FLOWER MARKET

There are too many chrysanthemums in the market. They have slowed down business all along the line, and selling has been dull this week. Large "mums" are selling from $1.50 to $4.00 a dozen. Pompons are from 35 cents to $1.00 a bunch. Carnations are from 2 to 4 cents. Violets are very scarce at $1.50 a bunch. Snapdragons are scarce and poor. Some callas are in, and are selling from $2.00 to $2.50 a dozen.

**Dolansky, McDonald Co.**
*WHOLESALE FLORISTS*
BOSTON, MASS.
Tel. Congress 3630–3631

## POLYPODIUM MANDIANUM

Among the interesting exhibits at the flower show at Horticultural Hall, Boston, last Saturday and Sunday, was a very fine specimen of Polypodium Mandianum, exhibited by A. W. Preston, and for which he was awarded a gratuity.



Polypodium Mandianum

This novel fern was put out by W. A. Manda, of South Orange, N. J., in 1913, after he had accumulated a large stock. The plant has been awarded high honors, both in this country and abroad. It is one of the plants in which Mr. Manda has taken the keenest interest, and when well grown is very beautiful.

The fronds of Polypodium Mandianum are laciniated, crimped and undulated in the most charming manner, so that they are very decorative. The plant thrives best in shallow pots or pans, being a surface grower, and seems to be equally happy if merely attached to a clump of ormunda fibre and suspended against the greenhouse wall, with water as its chief requirement. Even when grown in this way the fronds will achieve enormous size and remarkable substance. Mr. Manda has grown specimens with a spread of ten feet.

## TARRYTOWN FLOWER SHOW

### Some of the Newest Flowers Exhibited by Commercial Growers

The 24th annual exhibition of the Tarrytown Horticultural Society was held in Music Hall, Nov. 1, 2, and 3. The exhibit, while not as large as in former years, was of superior quality.

The hall was a bower of flowers beginning with the beautiful setting on the stage of an exhibit of palms and flowering plants by William B. Thompson of Yonkers, continuing in beauty to the rear of the hall with roses, chrysanthemums and other flowers and decorative plants.

In the front of the stage was a beautiful exhibit by F. R. Pierson of roses, including a particularly fine vase of Francis Scott Key chrysanthemums, ferns and palms, which received honorable mention.

Beautiful exhibits were received from Mrs. F. E. Lewis of Ridgefield, Conn.; R. C. Colt and Stuyvesant Fish of Garrison; H. H. Rogers, George F. Baker, J. Insley Blair and H. M. Tilford, of Tuxedo Park; Mrs. J. I. Straus and Mrs. Moses Taylor of Mount Kisco; D. E. Oppenheimer and Samuel Untermyer of Yonkers; H. Sidenberg of Hastings; R. A. Strong and E. E. Smathers of Port Chester; Clarence Whitman of Katonah; Frederick P. King and Hugh Hill of Irvington; H. E. Rogers of Scarborough; H. L. Van Praag and J. I. D. Bristol of Chappaqua; and Dr. Joseph A. Blake, Dr. C. C. Brace and Mrs. J. J. Halle, of Tarrytown.

A Silver Medal was awarded to an elegant vase of Roses, "Hill's America," exhibited by Charles H. Totty of Madison, N. J., and a Cultural Certificate to a fine vase of Roses, "Commonwealth," exhibited by A. N. Pierson of Cromwell. Honorable Mention was awarded to Hubert E. Rogers for an exhibit of Scotch Heather and Hubbard's Squash and a Cultural Certificate to Mrs. F. E. Lewis for a vase of Yellow Carnations, "Maine Sunshine," and to Asa Dolen an Award of Merit for Leaf Burner.

**RUBBER PLANTS**

Rubber plants strong from 5½-in. pots, $9.00 per doz. Cash with order.
DeVita's Conservatories, Wakefield, Mass.

**PEPPERS**

Xmas peppers from 3½-in. pots, $18.00 per 100. Cash with order.
DeVita's Conservatories, Wakefield, Mass.

**CLEVELAND CHERRIES**

Cleveland Cherries, full of berries, $6, $9 and $12 per doz. Cash with order.
DeVita's Conservatories, Wakefield, Mass.

## SNAPSHOTS FROM A CORNELL STUDENT'S NOTE BOOK

On Saturday, October 27th, the students in commercial floriculture under Professor Nehrling at Cornell University and Ralph J. Roskelly of the Bool Floral Co. spent the day inspecting various practical phases of the floriculture business.

The two cars carrying 14 students arrived in Auburn and visited Shaw & Boehler's range, finding a young progressive concern with an unmistakable atmosphere of success about them. Their 20,000 square feet of glass cover all the seasonal crops with an emphasis on carnations. From there to the "Patrick's Retail Store," which has been very attractively remodeled within the year.

Mr. Gilbert next acted as host at the Melrose Nurseries, and we were favored, among other things, by the sight of his Mme. Cochet rose stock which dates back to the first years of that variety's prominence. Mr. Gilbert in a limited experiment finds it satisfactory to allow the development of three chrysanthemums to one plant in the large double types. There is no decrease in flower size.

Next, to Syracuse and dinner followed by inspection of the busy concern of W. F. Bultman's Retail Store, where we found them pushing the sale of bulbs. The retail store of the J. P. Quinlan Co., the oldest firm in Syracuse, was also visited.

Mrs. L. C. Smith's Conservatories with their excellent collection of conservatory plants were visited. By this time the process of loading and unloading ourselves from the cars had been mastered to perfection, and we hustled on to "D. M. Edward's Range" at East Onondaga. They are setting up houses which had previously been used in connection with their home on James St. Their bench installation featured tile bottoms and iron pipe legs, resting upon a strip of cement five inches wide. This cement strip ran without interruption along under the front of the bench, bordering all walks, with three inches in the floor and six inches above the ground. Thus a sure foundation is obtained and the cement ledge used for setting pots on.

At Quinlan's Range we inspected and eagerly dogged the footsteps of Supt. DeWire until after dark.

May we take this opportunity to further express our appreciation to those florists we visited and to thank them for our cordial reception.

R. B. FARNHAM.


# ATTRACTIVE FALL OFFERINGS

### Cleveland Cherries

Field Grown, Extra Fine and Well Berried. $15.00, $20.00 $25.00, $30.00 per 100

POT GROWN PLANTS

| | 100 |
|---|---|
| 4-in. | $20.00 |
| 5-in. | 35.00 |
| 6-in. | 60.00 |

### Crotons

EXCELLENT ASSORTMENT

| | 100 |
|---|---|
| 2½-in. | $ 25.00 |
| 4- in. | 75.00 |
| 5- in. | 125.00 |

Excellent value

### Delphinium Belladonna

FIELD GROWN

| | 100 | 1000 |
|---|---|---|
| 1-yr.-old | $10.00 | $ 95.00 |
| 2-yr.-old | 15.00 | 135.00 |
| 3-yr.-old | 20.00 | 175.00 |

True Belladonna

### Dracaenas Indivisa

| | 100 | 1000 |
|---|---|---|
| Seedlings transplanted | | $20.00 |
| 2¼-in. | $ 6.00 | 50.00 |
| 3-in., ready now | 12.00 | |
| 4-in. | 20.00 | |

Field grown, ready for 5- and 6-in. pots. $20.00 and $25.00 per 100

TERMINALIS

| | 100 |
|---|---|
| 3-in. | $35.00 |
| 4-in. | 50.00 |

### Vincas, Variegated

DELIVERY NOW

| | 100 | 1000 |
|---|---|---|
| 2¼-in. | $ 6.00 | $55.00 |
| 3-in. extra good | 10.00 | |

Field Grown, $12.00, $15.00, $18.00 per 100

### Funkia

VARIEGATED

Field grown, extra fine $20.00 per 100, $185.00 per 1000

## EASTER LILIES

A fine lot of bulbs ready for delivery now. **Formosum, Giganteum, Multiflora,** and also the **Hardy sorts.** All sizes. Prices on application.

**G. U. LIGGIT** *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE: 15 CEDAR ST., WATERTOWN, MASS. L. J. REUTER IN CHARGE

PHILADELPHIA


## MR. DUNLOP NOW A THIRTY-THIRD DEGREE MASON

Mr. John H. Dunlop, the well known florist of Toronto and Richmond Hill, Ont., has long been very prominent in the Masonic order. He was recently in attendance at a Supreme Council of the Ancient and Accepted Order of Scottish Rites at Montreal, Quebec, and on that occasion received the thirty-third or the last degree of Masonry.

## KROESCHELL BOILERS AT MAYWOOD

A recent report placed the total glass area of Maywood, Ill., growers at 1,460,000 square feet of glass. It is interesting to state that the Brunswick-Kroeschell Company has furnished boilers to heat over half of the glass mentioned; in fact, Kroeschell Boilers, both high pressure steam, low pressure steam, and hot water, are heating 870,000 square feet in this district. Over 1530 horse power boiler capacity is utilized for this purpose.

In addition to the boilers, all of the mechanically-cooled Refrigerators of the Maywood colony are equipped with Kroeschell Ice Machines.




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Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1906. Write for information; it will open your eyes. Do it today.

American Landscape School 74-J Newark, New York

# THE DAHLIA

On a recent trip to East Bridgewater, I was interested to note the way in which dahlias at the J. K. Alexander establishment are stored. In the basement of the storage house are a long series of bins about three feet wide formed by loosely made board partitions. The bins are entirely open in the front, and have cleats on the sides at intervals so that shelves may be placed across them.

The dahlia clumps are placed in these bins after being dried a little in the open air, and always with the stump down, so that the juices in them will drain out instead of running into the bulbs. According to Mr. Alexander's son, Herbert, most of the trouble which comes from keeping dahlias through the winter is due to these juices which cause decay to start quickly. This is assuming, of course, that a cool but frost proof cellar is used, with an atmosphere which is not too dry.

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There are some varieties which many dahlia growers have found it very hard to winter. Geisha is a good example. When tubers of this character are stored, the stock is cut off very close to the clump, and division of the roots is begun just as soon as possible. Oftentimes the roots are divided within a week or two after they have been dug. In fact, Herbert Alexander, on his own private place, often cuts the roots of these hard-to-store dahlias as soon as he gets them out of the ground. Each tuber is separated from the stalk and the loose roots cut off. Stored in this way practically all varieties can be kept without difficulty until the next spring. Several million dahlia bulbs are being put away this year, and according to Mr. Alexander, he anticipates a very small loss.

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Here and there a florist is found who is particularly successful in the use of dahlias for funeral pieces. Barrow, the florist of Meriden, Ct., is one such florist. On a recent visit to his store I was surprised to see the remarkable effects being obtained by him, especially with dahlias of the show type. He had a pink variety and a white variety which were especially handsome, and when made into sprays proved very effective. Mr. Barrow grows his own dahlias so that they cost him but little. The late flowers, coming at a time when chrysanthemums were scarce and high, were especially valuable this year. The time was that customers would not have been well satisfied to accept dahlias as funeral pieces, but there has been a change in this feeling, so that if they are made up artistically they can be used safely and satisfactorily.

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Mr. John M. Root again won the sweepstakes for dahlias at the recent show of the Collingswood (N. J.) Horticultural Society. He already possesses as a permanent trophy the three-year cup of the Society, and this year won the Collingwood Drug Co.'s silver cup. He had a very remarkable exhibition. He also won the Horticultural Society's gold medal for the best vase of fifty blooms.

W. D. Hathway, in Black Beauty, exhibited a dahlia which attracted much attention. His Pacific Glow, a pink dahlia, was also a very fine flower.

## BOSTON

Carrick C. Wildon, who has been an assistant on Faulkner Farm, near Boston, under the superintendency of W. N. Craig, has been appointed instructor in floriculture at the Rhode Island State College. Mr. Wildon will also have charge of the college greenhouses. He graduated from the Massachusetts Agricultural College in 1916, and was instructor in horticulture for two years.

**IRIS AND PEONIES**

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground: **Arnols, Brooklyn, Darius, Dr. Bernice, Exquisite, Gypsy Queen, Halfdan, Helge, Ingeborg, Jacqueminot, Liabaud, Lord Salisbury, Mme. Chereau, Mithras, Mrs. H. Darwin, Nibelungen, Princess of Teck, Queen of May, Rhein Nixe, Rose Unique, Shakespeare, Sherwin Wright, Walhalla, Walneriana, Ven Geerti, Hector.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

## NEW ENGLAND NOTES

Herbert V. Sowle, of New Bedford, has asked the Superior Court to enjoin Frederick L. Sowle and Clifton L. Sowle from continuing in business in such a manner as to injure the business of the complainant. It seems that there has been considerable confusion as a result of the similarity in names.

Miss Alice Liggit, of Lowell, was recently given a miscellaneous shower in view of her coming marriage to William Collins, the well-known Gorham St. florist.

Reuben Popkin was recently fined $25.00 for transporting a dozen gladioli from Boston to Providence without having them inspected. Mr. Popkin is a well known florist.

John Comley, a well-known florist of Amesbury, Mass., was recently married to Miss Ethel V. Sherman, of Boston.

Arthur E. Stantial, of East Belfast, Me., expects to force large numbers of Holland bulbs in the new greenhouses which he is erecting, having made a large importation this year.

George M. Roak & Co., florists, are to open a downtown store in Bartlett's Block, Auburn, Me.

## "PLAN TO PLANT ANOTHER TREE"

Gentlemen:

The "Plan to Plant Another Tree" movement is one of the subjects which deserves the attention and co-operation of every person in our country and especially the florists and nurserymen in whose hands it lies to make this possible.

Men in authority including President Harding are encouraging the plan. The good road commissioners all over the country have started the planting of trees along the highways and most of our States are very interested in furthering the cause.

Plan to Plant Another Tree together with the plan of reforestry are the vital things which make for better citizenship. The trees along the highways add 100% to land values and supply a long needed want for all of our people.

I trust the Nurserymen will realize their responsibility, for it is up to them to provide the need. Let us all put our shoulder to the wheel to carry on a duty which we owe not only to ourselves but to future generations.

Yours very truly,

PHILIP BREITMEYER.

# S. A. F. & O. H. Department

## NATIONAL FLOWER SHOW

Believing that the time set for receiving invitations for the holding of the next National Flower Show, Monday, November 6, possibly would not allow of sufficient time for a proper consideration of the project, Chairman George Asmus of the National Flower Show Committee, after further communication with his committee members and other officials, has postponed the meeting of the Committee called for that day in Cleveland, and the next day in St. Louis, until such time as will insure properly considered invitations being before the committee. All cities able to house a National Flower Show are urged to give the matter of the necessary invitation to the Society attention without delay, and file a formal proposition with the Secretary, with full particulars as to size and scope of hall, and special inducements, if any, which may be offered in the circumstances.

JOHN YOUNG,
Secretary.

## THE LATE CHARLES FROST

Deep regret is expressed throughout the trade at the sudden death of Charles Frost, the famous pansy specialist, at his home in Kenilworth, N. J. Mr. Frost was 76 years old. He was born in England, but same to America soon after being married. Establishing himself on a five-acre farm he gradually became interested in flowers and started to make pansy-growing his life work. He carried on a general flower business, but the pansy line developed very rapidly because of his exceptional skill and the Kenilworth varieties are now being grown all over the continent. Mr. Frost was a man of unusual fairness and honor, and was especially careful to see that his seed was as represented. When Cornell University put out its Encyclopaedia of Horticulture, Mr. Frost was chosen to write the article on pansies. He had a great many friends and was held in high esteem by all. Hs is survived by two daughters and one son.

**GREENHOUSE GRAPE VINES**

8-in. pots, 2-yr. old 8-9 ft. long in excellent condition for fruiting next year.

Black Hamburgh and Muscat of Alexandria at $5.00 each.

A. L. MILLER
Jamaica, N. Y.

**CARTERS BULBS AND SEEDS**

Carters 1922 Bulb Catalogue contains a great many new and meritorious varieties of Spring and Summer flowering Bulbs and Seeds. The catalogue also contains a complete general list of the most popular and reliable varieties at present in demand.

**CARTERS TESTED SEEDS, Inc.**
**53 Barclay Street** **New York City**

# George Watson's Corner

"You in your small corner and me in mine."

The demand for bulbs and other fall requisites has been unusually good this season at all the seed stores and most of them report being pretty well sold out.

Mole street has lost one of its diggers. Martin J. Gannon has moved up to 1625 Ranstead park, just above Ed. Reid's place. He is now making a specialty of florists' greens in partnership with P. J. Millar. Both of these gentlemen are thoroughly grounded in the business and understand it from top to bottom. We wish them every success in their new venture.

The recent happenings in the cut flower world are many and various. The most important, from an independent viewpoint, is the outgiving of Elmer Weaver. He has a wise old head, and what he says is worth listening to. Read it again. There is only a limited demand in summer for cut flowers, because the well-to-do have plenty of their own. They have gardens and grounds. The city folks buy some, of course; but not a great deal. So the only source of outlet is easily overdone. And it has been bady overdone. Just because Jim made $116 out of an acre, a dozen of his neighbors started in with an acre (some of them with 16 acres, some with 100 acres) and of course the market was busted. Carloads and carloads of lovely flowers dumped in the waste places of the Neck! No returns, and the shippers had to pay the freight. So endeth the sad story. Moral: Never overdo. If a man stands up too darn straight he may fall over backwards!

The one boy he says, where can I can get a hair cut around here. The other boy says, why the nearest barber shop, of course. And then, wow! But that only leads up to John Kuhn and Arthur Niessen. The three of us were talking very friendly when suddenly there was a bumble rumble brush crash of German. John turned around with a laugh, "Ah, we had you there, George, you didn't see the joke." I acknowledged the corn. John swelled up a little and, says he, "Any man who is doing an important international business in grass seeds should have at least three languages:—English, French and German." George still acknowledged the corn; but added

**MICHELL'S FLOWER SEEDS**

| | Tr. pkt. | Oz. |
|---|---|---|
| BEGONIA | | |
| Semperflorens Vernon | $0.50 | $5.00 |
| Semperflorens Mixed | .50 | 4.00 |
| Semperflorens Erfordii | .50 | |
| Gracilis luminosa | .40 | |
| Gracilis rosea or alba | .30 | |
| Gracilis Prima Donna | .50 | |
| LOBELIA | | |
| Crystal Palace Compacta | .40 | 2.00 |
| Crystal Palace Speciosa | .20 | 1.00 |
| Sapphire (Trailing) | .40 | |
| STOCK, EARLY FLOWERING NICE | | |
| Abundance, carmine rose | .50 | 2.50 |
| Beauty of Nice, soft pink | .50 | 2.50 |
| Crimson King, deep red | .50 | 2.50 |
| La Brillante, crimson | .50 | 2.50 |
| Midsummer Night, violet | .50 | 2.50 |
| Monte Carlo, yellow | .50 | 2.50 |
| Mont Blanc, pure white | .50 | 2.50 |
| Old Rose | .50 | 3.00 |
| Queen Alexandra, lavender | .50 | 2.50 |
| Choice Mixed | .50 | 2.00 |
| THUNBERGIA | | |
| Mixed | .15 | .75 |
| VERBENAS | | |
| Mammoth Fancy Blue | .30 | 1.50 |
| Mammoth Fancy Pink | .30 | 1.50 |
| Mammoth Fancy Scarlet | .30 | 1.50 |
| Mammoth Fancy Striped | .30 | 1.50 |
| Mammoth Fancy White | .30 | 1.50 |
| Mammoth Fancy Yellow | .30 | 1.50 |
| Mammoth Fancy Mixed | .30 | 1.25 |
| VINCA | | |
| Alba | .20 | 1.00 |
| Alba Pura | .20 | 1.00 |
| Rosea | .20 | 1.00 |
| Mixed | .15 | .75 |

Also all other SEASONABLE SEEDS, BULBS AND SUPPLIES. WHOLESALE PRICE LIST FREE.

**MICHELL'S SEED HOUSE**
518-516 MARKET STREET
PHILA. PA.

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NURSERYMEN,
FLORISTS, PLANTERS
Rutherford, New Jersey
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PLANTS
PLANTING
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Lexington Mass.

Nephrolepsis Norwood
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
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Philadelphia, Pa.

FARQUHAR'S FERNS
And other Ornamental Foliage and Flowering Plants
Farquhar's Gold Medal Bulbs
The Quality of our Dutch Bulbs is unsurpassed
Tulips Hyacinths Narcissi
Autumn Catalogue on request
R. & J. FARQUHAR CO.
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Ferns and Fern Runners
HENRY H. BARROWS
Fern Specialist
264 High St., Whitman, Mass.

Choice Orchids
HYBRIDS
Laelia-Cattleyas, Brasso-Cattleyas, etc.
G. E. BALDWIN CO.
Mamaroneck, N. Y.

that under these present day Volstead regulations he even had trouble in getting it down in good Scotch. Well, they may be German; but it only took about four seconds to get that one!

---

Robert Craig and Paul Huebner have both been under the weather for a couple of weeks or more; but they are around again and looking their old selves. Robert is down on his doctor, because he refuses to let him out to see about his ticket and things for his trip to Porto Rico. Paul is cheerful, because he can come in once more and have a chin with his friend Looie at Dooner's. Sounds normal for both old timers, and we all feel better, and extend our best wishes. He expects to go to Florida next week for a vacation.

---

In the dry goods business when they want to stir things up they slash prices way below cost. In the flower business they go about the opposite. They raise prices. Sounds funny, but just ask Al Jones and he'll tell you taint funny at all but true.

---

That's the flower business for you and it sounded very funny to me. So I had to rehearse it to my wise and witty haberdasher friend on Tenth street and thought he'd laugh but he didn't. He said, "Why shaw! that's not confined to the flower business, I had a nice collection of neckties once on display, sixty cents, splendid value. Nobody wanted them. They hung fire. One day a fellow came along and I was growling to him about them. He said, why not put them up to a dollar. That sounded silly; but I did it, and upon my soul, I'd sold the whole lot inside of three days. What do you know about that! Isn't human nature the queer combination!"

---

Charles L. Seybold, Superintendent

Little Tree Farms
Near BOSTON
American Forestry Company, Owners
Wholesale Growers of EVERGREENS, Deciduous TREES, SHRUBS and VINES
*Catalogue sent on request*
Back Bay-Y, 419 Boylston St.
BOSTON, MASS.

STAR BRAND ROSES
"American Pillar" and nearly every other good hardy climber
Send for our list.
The CONARD & JONES CO. WEST GROVE PENNA.
Robert Pyle, Pres. Asst. Wetzer, Vice-Pres.

GROWERS

HIGH GRADE PLANTS
For Retail Stores a Specialty
ASK FOR LIST
THOMAS ROLAND,
Nahant, Mass.

Garden Seed
BEET, CARROT, PARSNIP, RADISH and GARDEN PEA SEED in variety; also other items of the short crop of this past season as well as a full line of Garden Seeds, will be quoted you upon application to
S. D. Woodruff & Sons
82 Dey St., NEW YORK and ORANGE, CONN.

PRIVET
Both California and Amoor River North, in large supply for delivery, Fall, 1922.
Also
BERBERIS Thunbergii, CLIMBING ROSES and AMPELOPSIS Veitchii.
Write for special quotations.
LESTER C. LOVETT
MILFORD, DELAWARE

CHARLES H. TOTTY
Chrysanthemums
MADISON - NEW JERSEY

CEDAR ACRES
Gladioli and Dahlias
Booklets Free
B. HAMMOND TRACY, Inc.
Wenham, Mass.

WILLIAM SIM
CARNATIONS
Cliftondale Mass.

SEEDS AND BULBS

# A. B. C.

Special Price-List of Giant or "Show" Cyclamen Seed, Ey. Fl. Sweet Peas, Freesia Bulbs, etc., is now ready.

If you are a grower we will mail a copy for the asking—it contains "up to the minute" information with regard to seasonable items.

**AMERICAN BULB COMPANY**
172 North Wabash Ave.
Chicago, Ill.

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51-52 NORTH MARKET ST.
BOSTON

WINTER-FLOWERING
**SWEET PEAS**

BEST COMMERCIAL VARIETIES

BLANCHE FERRY LAVENDER KING
MRS. A. A. SKACH MRS. SPANOLIN
ROSE QUEEN YARRAWA
OZ. 65c, ¼ LB. $2.00, LB. $7.00

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Wholesale Price List for Florists and Market Gardeners

**W. Atlee Burpee Co.**
Seed Growers Philadelphia

# Lily of the Valley Pips

IF YOU WANT THE BEST GRADE OBTAINABLE, I HAVE THE SOLE AGENCY OF NEUBERTS CELEBRATED LILY OF THE VALLEY PIPS OF WANDSBEK, GERMANY. LET ME QUOTE YOU PRICES.

# PURITY FREESIA BULBS

| | |
|---|---|
| 7-16 Inch | $ 9.00 per 1000 |
| 5,000 lots | 8.00 per 1000 |
| ½ Inch | 12.50 per 1000 |
| 5-8 Inch | 22.50 per 1000 |

**ROMAN J. IRWIN**
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The John C. Meyer Thread Co. were the first to introduce the Meyer green Florists' threads that would not fade or change color for Florists' use. Ask any of the wholesale Florists or growers about the Meyer green Florists' thread and they will tell you it is the best.. It will go twice as far as ordinary thread and the Florist can do better work with it. Write for prices and samples and we will see that you get the best thread in the world.

of Parks, Wilkes Barre, has returned from his European trip, and is busy again with his official duties. He and his good lady had a very interesting time on the other side, and visited many of the important horticultural centers.

## GENERAL NEWS

Johnson, the Florist, of 163 Broadway, Bayonne, N. J., has been incorporated, with a capital stock of $10,000.

The Rosary Garden Shop has opened a new store at 160 No. Main St., Elmira, N. Y.

As a result of the boiler explosion in the greenhouse conducted by Mrs. Henry Neum, at Rochester, N. Y., damage amounting to $4,000 was done. A large shed used for storing bulbs was destroyed.

A florist committee consisting of F. R. Pierson, of Tarrytown, N. Y., A. H. Nehrling and R. J. Roskelly of Ithaca, F. A. Danker of Albany, Werner Butman of Syracuse and W. A. Ames of Buffalo has presented the New York State Fair Commission plans for a new horticultural building to cost $350,000. When completed it will be the most modern type of building for horticultural and floricultural exhibition purposes in America.

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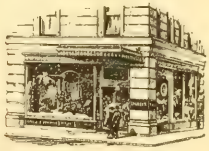
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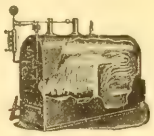
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THE RECOGNIZED STANDARD INSECTICIDE

A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

Quarts, $1.00; Gallon, $3.00

SOLD BY DEALERS

Aphine Manufacturing Co.
MADISON, N. J.

Dreer's Peerless Glazing Points

For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

Write for samples and price.

HENRY A. DREER,
714 Chestnut Street, Philadelphia.



# WILSON'S

# O. K. Plant Spray

**Kills Plant Insects, Scale and Mildew**

**Used by Leading Gardeners**

**Bbls. $90, ½ bbls. $50, 10 gals. $20, 5 gals. $10**

"Florham," Convent, N. J., January 4, 1922.

Andrew Wilson, Inc.,
Springfield, N. J.

Dear Sirs:

We have used Wilson's O. K. Plant Spray on specimen bay trees for scale, and trained native cedar trees for red spider, also under glass for scale and mealy bug on nectarine trees and grape vines during their dormant state, and have found it both safe and effective in every instance.

Yours truly,
R. E TYSON
Supt. for Mrs. H McK. Twombly.

## Andrew Wilson, Inc.

SPRINGFIELD NEW JERSEY



**WE GIVE YOU**

**QUALITY**
Satisfaction to your customers

QUALITY + SERVICE = BURR

**SERVICE** in your own case.

On every order, and our line embraces a wonderful assortment of nursery stock.

**Fruit Trees,** including scarce varieties.
**Ornamental Trees.**
**Evergreens,** Arbor Vitae Am. & Pyr. Mugho Pine & Retinosporas.
**Hedge Plants,** Barberry and Privet.
**Barberry Thunbergii Seedlings,** priced right.
**Imported Fruit and Rose Stocks.**
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**Shrubs, Vines and Perennials.**
**Roses,** large assortment.
**Multiflora Japonica Rose Seedlings.**

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Place orders early. Sales are heavy. Be sure of having what you want for spring. **RESERVE NOW.**

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**MANCHESTER CONN.**

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# Horticulture

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HAVING had thirty years experience growing and handling Native Ornamentals, my facilities and supply are unequalled, and a trial order will prove convincing. ERICACEOUS Plants my specialty, in both Nursery Grown and X selected collected stock for all requirements. My superior packing insures delivery in good condition to all parts and grading always up to highest standard in quality.

Before you buy any NATIVE **Azaleas, Ilex, Oxydendrum, Vacciniums, Viburnums, Zanthorrhiza, Abies, Kalamis, Leiophyllums, Leucothoe, Andromedas, Rhododendrons, Thuyas, Hemlocks, Galax, Shortia Ferns, Orchids, Dicentras, Liliums, Trilliums, Iris, Golden Seal, Ginseng, Polygonatums, Sanguinaria, Violets** and hundreds of others, get my prices. Send complete list of your needs in my line and lowest prices will be promptly quoted, consistent with the very best material and service. Sixty carloads furnished the trade last season (mostly Broad-Leaved Evergreens) with complete satisfaction.

It will be to your advantage to send for price lists and get acquainted with my organization for quality and quantity. Your correspondence is solicited and all orders will be handled to your entire satisfaction. Ask about unusual Decorative Evergreens. Rare and beautiful.

***Address...*** **E. C ROBBINS**

**PINEOLA, Avery County, NORTH CAROLINA**

THANKSGIVING DAY NUMBER

# HORTICULTURE

November 25, 1922

Consider deciduous trees and shrubs for November planting. Our large stock of both enables us to furnish strong vigorous plants in large as well as small sizes that will transplant readily this fall. Visit our nurseries and see the stock we offer.

## The Bay State Nurseries

W. H. WYMAN & SON

North Abington, Mass.

Price list free

Telephone Rockland 26



## CARNATIONS

With this cooler weather our customers, particularly our Southern trade, will find a wonderful improvement in Carnations, not only very much better quality, but longer stems as well.

Most of our growers are coming along with the second crop, which will be in fine shape for Thanksgiving time

CHRYSANTHEMUMS, POMPONS and ROSES will be in full crop. Write for our Weekly on Cut Flowers.

Everything in Cut Flowers, Plants, Greens, Ribbons and Supplies.

BUSINESS HOURS: 7 A. M. to 5 P. M.

## S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. | PHILADELPHIA 1608-1620 Ludlow St. | BALTIMORE Franklin & St. Paul Sts.

WASHINGTON, 1216 H St., N. W.

## FERNS

We wish to call particular attention to our fine stock of Ferns which we are offering at this time:

NEPHROLEPIS VICTORIA (The Victory Fern). A beautiful crested form of Teddy, Jr., nice plants, 3½ inch pots, 35c.

NEPHROLEPIS ELEGANTISSIMA. Nice plants, 6-inch, 75c and $1.00 each; 8-inch, $2.00 each; 10-inch, $3.00 to $4.00 each.

NEPHROLEPIS ELEGANTISSIMA COMPACTA. 3½-inch, 35c and 50c each; nice plants, 6-inch, 75c and $1.00 each; 8-inch, $2.00 each; 10-inch $3.00 to $4.00 each.

NEPHROLEPIS MUSCOSA. 3½-inch, 35c and 50c each; 5 inch, 75c each; 6-inch, $1.00 each.

NEPHROLEPIS DWARF BOSTON. 6-inch, 75c each; 8-inch, $2.00 each.

Packing added extra at cost.

### Winter-Flowering Roses

We are in a position now to book orders for Own Root and Grafted Roses for early spring delivery. Let us have your order now so that the stock can be reserved for you and shipped as soon as ready. Prices on application.

F. R. PIERSON, Tarrytown, N.Y.

Telephone Tarrytown 48

## WYMAN'S Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

# October and November

are the months for **PLANTING** your **DECIDUOUS SHRUBS**

You can get **CHERRY HILL QUALITY** at **ATTRACTIVE PRICES.**

Come, **LOOK OUR STOCK OVER,** and you will be convinced **IT IS THE BEST EVER.**

# Cherry Hill Nurseries

(T. C. Thurlow's Sons, Inc.) **WEST NEWBURY, MASS.**

**Catalog—Not Open Sundays**


## BOSTON

Mr. C. O. Ranck has opened a new flower shop at 573 Washington St., Dorchester. A good sized ice chest has been installed at the rear and an attractive lattice work arrangement in the display window. Mr. Ranck has an excellent location and reports that business so far has been very good.

Mr. M. A. Derringer, of Atlantic, has come to be one of the best known florists around Boston. He has been in one location for over 20 years and has seen many changes during that time. While he has a range of greenhouses, he grows few cut flowers apart from chrysanthemums, but devotes much of his space to bedding plants, for which he finds a great demand, his establishment being surrounded by pleasant suburban homes.

H. M. Totman, the well known florist of Randolph, Vt., and president of the newly formed Florists' Association of Northern New England, was a recent visitor in Boston, going from here to New Haven.

Charles Strout, the carnation specialist of Biddeford, Me., spent a short time in Boston last week.

Mr. R. T. Brown, of the Cottage Gardens Nurseries, Queens, L. I., was a recent Boston visitor.

Miss Eunice M. Belcher is to open a florist shop at No. 1 Crest Ave., Winthrop.

Ray C. Eldridge, formerly employed by a Boston florist, has opened a florist establishment on Plymouth St., North Abington.

The wholesale florist establishment of Welch, Inc., on Summer St., closed its doors several days ago and has not been reopened. It is understood that financial difficulties have overtaken the concern, which has been managed by Ed J. Welch. This does not, of course, in any way effect Welch Bros., which concern is still carrying on a good business at 262 Devonshire St.

Julius Quint and George Goldberg have an unusually good location for the new florist store which they opened last Saturday in Park Square. They are soon to have an additional window which will make the store even more conspicuous. They are doing business under the name of The Statler Florist, in anticipation of the coming of the Statler Hotel.


## Evergreens
### For All Purposes

SUCH AS

Mugho Pine; Hovey's, Globe, Golden, Variegated, Pyramidal and Tom Thumb Arborvitae; Junipers; Japanese Cypress; Spruces; Firs and Pines.

Visit our nurseries or send for price list of everything for garden and landscape planting.

**NEW ENGLAND NURSERIES**
BEDFORD, MASS.

## For Sale

Forty two and three quarters acres of land in North Abington, Mass., containing a fine natural growth of high bush blueberries, together with Clethra alnifolia and native Spiraeas. Also some cord wood. An excellent piece of property for a nurseryman or fruit grower. Price $800.

**James Heggie**
102 Flint Street, Somerville, Mass.

## "The Laws of Hybridizing"

DISCOVERED BY RICHARD DIENER

A discovery of tremendous importance to everyone interested in plant-breeding and plant life. Any form and size of flowers, fruits and grains can be obtained by application of these laws in the quickest possible way. They are the first workable laws ever discovered in plant and animal-breeding. Included is an explanation of What Plant Life Is, Animal Life in Relation to Plant Life; What Plant Sports Are, and other valuable information. A pamphlet of sixteen pages, elegantly printed and illustrated.

PRICE, $5.00

**RICHARD DIENER**
KENTFIELD, CAL.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 189[illegible].

Vol. XXXVI NOVEMBER 25, 1922 No. 10

## THE TALK OF THE TRADE

James Wheeler, of Natick, Mass., has had astonishing success with Godfrey callas. From a very small beginning with these lilies he has seen his trade increase until now he is erecting a new house 43 feet wide and 300 feet long, which will be planted exclusively to Godfrey callas. He already has one house in which nothing else is grown, and will keep that house for callas also. The present house will accommodate about 6,000 plants, but there will be room for fully 14,000 plants in the new house. I have written before about Mr. Wheeler's methods, particularly his plan of planting the callas in beds directly on the ground. These methods have been found so satisfactory that they will be followed in the new house. Very few bulbs have been sold this year, as almost the entire stock has been required for new planting. Some of the bulbs grown are of enormous size, measuring seven or eight inches in length and weighing one and a half pounds apiece. The flowers go almost entirely to the New York market, where they are in great demand. Mr. Wheeler considers the total output of his two houses already as good as sold.

I don't know anything about the prohibition principles of Harlan P. Kelsey, the well known nurseryman and landscape architect of Salem, but I can vouch for the fact that he is a great stickler for water when it comes to setting out plants of any kind. I doubt if there is another nurseryman in the country who uses so much water in proportion to the size of his plant. Mr. Kelsey never sets out a block of trees and shrubs without using water in great abundance. Pipes lead to most sections of the plant, but if necessary the water is carried in a spray wagon. A heavy application of water is made every time a plant goes into the ground, with the result that there is very little loss. The water carries the soil into every opening around the roots so that no air pockets are left, and gives the plants an opportunity to make an immediate start.

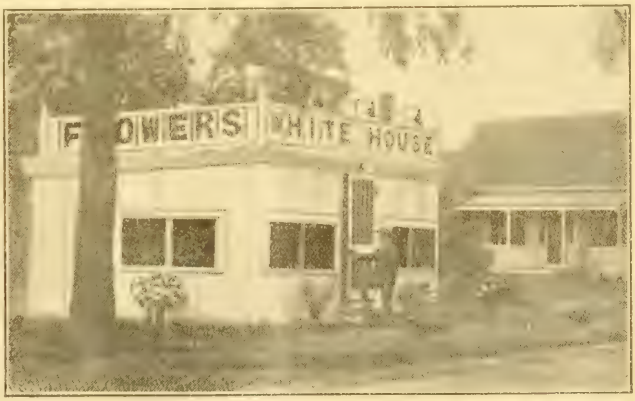
An old orchard man when asked about pruning replied that the best time to do the work was when the knife was sharp. Mr. Kelsey has much the same idea about planting. He believes that plants of most kinds can go into the ground at almost any time if they are moved carefully and given water in abundance.

Mr. Kelsey, as is well known, has long specialized in Carolina hemlocks, and a few days ago shipped two carloads of these trees to a landscape man in Missouri.

Florists who use natural manures will do well to study the effects of acid phosphate used in connection with them. With the growing scarcity of manure and its consequent increase in price, it becomes necessary to economize in every way possible. Long experience has shown that the use of acid phosphate greatly increases the value of manure, the latter not being in itself a complete fertilizer. Moreover, the acid phosphate, if used with the manure at the time it is made, prevents much loss of ammonia. If cows are kept, it is a good plan to scatter the phosphate in the gutters or over the fresh manure. If the manure is purchased the phosphate can be mixed with the manure as it is piled. It is considered that 40 pounds of acid phosphate mixed with a ton of barnyard manure is about the right proportion.

W. S. Harris is one of the group of men who have made Mansfield, Mass., famous as a gladiolus growing community. Mr. Harris has some unique ideas, several of which have done much to make him particularly successful in selling both bulbs and flowers at retail. Mr. Harris has constructed a special building not far from his own home, which he calls "The White House." It is painted white and the name stands out very conspicuously. At night the building is brightly illuminated with electricity.

During the summer months great quantities of gladioli are displayed in the building and along the roadside in front. Then, when cold weather comes on, bulbs are exhibited inside the house. Long rows of trays have




—Courtesy New England Homestead

**Unique Salesroom of the Well-known Gladiolus Grower, W. S. Harris, at Mansfield, Mass.**

been arranged on shelves in which the different varieties are displayed. All the varieties bear name tags. The building is a very convenient rest room for motorists passing through the town, and visitors are always welcomed.

Incidentally, Mr. Harris adds not a little to his income by selling eggs. He keeps a large flock of poultry on the opposite side of the street, and always has a supply of fresh eggs on hand. The combination of bulbs and eggs is one which seems to work out particularly well in the Winter months.

Mr. Harris has a very large collection of gladioli and makes a point of keeping in stock all of the latest and most popular varieties because he finds amateurs in particular are now pretty well informed about the different kinds and want the newer sorts, even though they pay a fairly high price for them.

Besides being a first class florist Miss Irene Hayes, of New York, is remarkably successful in obtaining publicity. Papers all over the country have recently been publishing articles sent them, illustrated, about her work. This was made possible by finding a new line to exploit. Miss Hayes recently visited Europe and on her return gave out interviews which were taken with avidity. In these interviews she compared the work of continental and English florists with that of florists in America.

She is quoted as saying that the Frenchman sends his sweetheart many a gorgeous bouquet, but that it is only a bouquet, with no subtlety of expression. She says the Austrian florist picks out what he likes and ships it along on the theory that the recipient is bound to like it. The Englishman, she says, runs to quantity and nowhere are bouquets so massive as those he sends. In her opinion, though, there is more meaning in the single little bloom of the right sort than in the whole garden of hit-and-miss flowers.

Miss Hayes is set down as the dictator of fashion in flowers. The newspaper writers say that she is planning a campaign of flower education and has decided to lead in making New York the world's flower center, just as Brussels is first in lace, Paris in styles, etc. All this may sound a bit flamboyant, but without question it is first class advertising for Miss Hayes, and incidentally for the trade at large.

Henry M. Bradley, Sr., the well known florist of Derby, Ct., has been seriously ill for several weeks.

# EXPERIENCES WITH OIL

## Florists Tell What They Have Learned about Oil as a Fuel

At the last meeting of the Horticultural Club of Boston, with President Ernest H. Wilson in the chair, Mr. Gustave Thommen gave an exhaustive talk on the subject of oil burning in greenhouses, which was followed by remarks on the part of several members who have installed oil burning outfits. Mr. Thommen predicted that within ten years every florist owning a greenhouse and situated so that oil can be delivered to him would be burning oil. He said that Mr. Budlong, the famous Rhode Island rose grower who has had several years' experience in heating his immense establishment with oil, told him that he would close down his houses rather than use coal again. Mr. Budlong was very fortunate in having a contract for oil at a low price which runs until 1935, under the terms of which the oil company pays a forfeit if a specified quantity is not kept in the tank at all times. Mr. Thommen further said that so to speak every greenhouse in Providence and vicinity is now burning oil.

### Oil Must Be Warm

Describing the method by which the oil is handled, Mr. Thommen said that it must be warmed sufficiently (to about 100 to 120 degrees) to flow freely on its way from the tank to the burner. A method of keeping the oil properly heated in the storage tank must be used. The common plan is to pipe the exhaust steam into the tank. If a large enough tank can be provided, it is wise to buy the oil in the summer months when it is easy to handle, and when the price is much lower than later in the season. If it must be purchased in the winter, it may be delivered warm, being heated by the oil companies before it goes into the motor tanks. The companies do not much like to deliver outside of a fifteen-mile radius of Boston. Florists have an advantage if there is a railroad siding leading to their establishments. There must be an electrically, steam or gas driven pumping plant for pumping the oil from the tank into the burners. Some growers using electricity provide an auxiliary steam or gas engine to use in the case of emergencies. If it should ever become necessary or advisable to burn coal again, the oil burning apparatus can be quickly removed, the grates can be put in place again, and a coal fire built at once. This will take only two or three hours.

There are several kinds of burners and no grower should make an installation without expert advice as to which is the most suitable. A burner throwing a long flame should not be used in a short fire box as it will cause trouble.

There is a question as to the value of the automatic devices sometimes installed, good reports being obtained from some growers while others have removed them. In any event, with the use of oil the labor cost is greatly reduced as one man can do the work for which four or five men were formerly required. An oil burning apparatus needs almost no attention, and a perfectly even heat is maintained.

### Allan Peirce's Installation

Mr. Allan Peirce stated that he had just completed an oil burning installation in his rose houses in Waltham. He has two very large water tube boilers mounted eight feet above the ground, and with a fire box fed through the ash pit. Much of the apparatus was made on the place, the four old boilers, after removing the tubes, being transformed into oil tanks. A small steam boiler is depended upon to furnish the needed pressure for starting, because the system is of the steam atomizing type. Only 15 minutes are required to get up enough steam in the big boilers. The number of men formerly required for the boiler room are released for duty in other parts of the establishment. Mr. Peirce believes that the oil installation is going to give the greatest of satisfaction on his place.

### Harold Patten's Views

Mr. Harold Patten of Tewksbury, famous as a carnation grower, said that he had just started installing oil after several months of investigation, and is building an oil tank (reinforced concrete) of 65,000 gallons capacity. Remembering the ice storm of a year ago when he had no electric lights for two months, he gave up any thought of using an electrical system, preferring to rely upon the steam-atomizing type of burners. His oil will be purchased in the summer and stored in a large tank some distance from the boiler house, kept warm by pipe coils using exhaust steam. It will be piped to the tank from a railroad siding belonging to

the Boston & Maine Railroad, some 800 feet from the greenhouses or boiler room. He believes that he can save money by buying the oil in summer and that at present prices he will save about $1500 a year over the cost of coal.

### As To Price

Mr. Fred Wilson was of the opinion that as soon as the business became stabilized the price of oil and of coal would be about the same, the coal and oil people getting together. But even so, the saving in labor costs and the great many conveniences connected with the use of oil would remain.

There was considerable discussion as to the effect of oil on the pipes and furnace walls. It was stated that in the case of many installations it had been necessary to make continual repairs. Apparently there are several matters of this sort which must be considered carefully, some systems being much less destructive of material than others. It is important to have the right apparatus for prevailing conditions.

Several growers present are considering the installation of oil systems and some of them said that they would be willing to pay as much for oil as for coal if they could save the annoyance and labor connected with the use of coal. It seemed to be the opinion at the end of the discussion that oil would gradually supersede coal to a very large extent in florist establishments because, even if at any time the price of oil should become the same as that of coal, oil would at all times offer the advantage of greatly reduced labor costs, greater efficiency, greater ease of operation and absolute cleanliness in the boiler room and adjoining parts.

## NEW ENGLAND SEED TRADE ASSOCIATION

There will be an important meeting of the New England Seed Trade Association at the Parker House, December 5. The luncheon will be served at noon, and among the guests will be Mr. Alexander Forbes, who will speak upon matters of importance to the seedsmen. Dr. Gilbert, Commissioner of Agriculture, is also to be present and is expected to talk about impending legislation which will affect the interests of the seed trade.

Fred E. Clark, Assistant Horticulturist at the New York Agricultural Experiment Station at Geneva, has been appointed Instructor of Botany at the Rhode Island State College.

# VISIT HALIFAX GARDENS

## Florists and Gardeners Inspect Famous Greenhouses

Nearly 125 people attended the field day of the Gardeners' and Florists' Club of Boston, held at Halifax Gardens last Saurday. It was a beautiful day, and a large number of florists



Eber Holmes
Noted Rose Grower who is Manager of Halifax Gardens

and gardeners went over the road. Mr. George Buxton, of Nashua, N. H., probably came the longest distance. Truly, the greenhouse plant at Halifax was well worth going a long journey to see. Mr. Eber Holmes was on hand to welcome the guests and had a pleasant word for each. He conducted them through the thirteen greenhouses in the range, and showed them also the fine dairy and the poultry plant where turkeys and guinea fowls as well as laying hens are kept in large numbers.

All the houses were in the pink of condition, but the display which seemed to impress the visitors most of all was found in the chrysanthemum house. This house is 300 feet long and contains an enormous number of flowers, and without question a very large cutting will be made for the Thanksgiving trade. The quality of the flowers can hardly be surpassed, both in the large flowered varieties and pompons. Mr. Holmes spoke particularly of Soleil d'Or, which he said was very much in demand, although he had tried to hold the flowers because of their late keeping qualities. Golden Climax, Eugene Langaulet and L. DeCanning, were among the others growing particularly well.

In one end of this house, from which an early stock had been removed, cauliflowers and beans were growing, string beans of the Bountiful variety almost large enough to harvest being seen. Naturally the rose houses received particular attention from the visitors, who are acquainted with Mr. Holmes' high reputation as a rose grower. There are some 30,000 plants in the house, including Columbia, Premier, Mme. Butterfly, Hadley, Ophelia, Pilgrim and Angelus; the last named, being new, was given special attention. It was growing very well, and seemed remarkably free from mildew. Mr. Holmes thinks very well of it. It seems quite probable that this entire range will eventually be put into roses, not only because Mr. Holmes is remarkably successful with them, but also because there is no other grower in that part of the country supplying roses. About half of the present crop is now sold to neighboring towns, including Brockton, Plymouth, Taunton, Rockland and New Bedford. Many roses are also shipped down the Cape.

At the present time there is one house given over to commercial orchids and several in carnations, in which about 70,000 plants are growing. Nearly all of the better known varieties of carnations are being grown. In the list is Belle Washburn, but Mr. Holmes says that this variety will be discarded from now on to be superseded by Doris. There is a good sized planting of Maine Sunshine, Rosalie and Thomas C. Joy.

The packing and shipping rooms at Halifax Gardens are particularly well arranged and are very commodious.

HAVE YOU SEEN
The Ideal
Design Catalogue?
A business-getting, business-building catalogue made by a Practical Florist. Send $1.00 for sample copy.
*A Book You Need*
HOLM & OLSON, Inc.
ST. PAUL, MINNESOTA

# CARNATIONS

**Eldora**
New pink and white variegated Carnation
$15.00 per 100, $125.00 per 1000
250 at 1000 rate

**Improved Ward**
(Strout)
Big improvement of Ward
$12.00 per 100, $100.00 per 1000
250 at 1000 rate

**White Delight**
$12.00 per 100, $100.00 per 1000
250 at 1000 rate

**Maine Sunshine**
Yellow
$15.00 per 100, $125.00 per 1000
250 at 1000 rate

**Lassie**
Dark Pink
$10.00 per 100, $75.00 per 1000
250 at 1000 rate

Prices of Standard Varieties on application

**WILLIAM SIM**
**CLIFTONDALE, MASS.**


It is here that the luncheon was served. After luncheon a paper on Dextrogerms as stimulants of plant life was read by W. N. Craig. This paper was written by Dr. Bernard Field, of Plymouth, who afterwards gave a short talk on this subject. Some experiments with Dextrogerms have been made in the carnation houses at Halifax Gardens. Plants at the ends of several benches are growing in common soil without any other enrichment than Dextrogerm. Apparently they are thriving just as well as the other plants growing in soil heavily fertilized with animal manures. As a matter of fact, the flower stems were a trifle taller on the plants where Dextrogerm had been used.

Incidentally Mr. Holmes said that the soil in the greenhouses had been renewed this season for the first time in many years.

A new florist shop has been opened at Thomaston, Ct., under the management of S. J. O'Rourke.


CHOICEST STRAIN
**JAPANESE IRIS**
(Iris kaempferi)

Thousands of fine transplanted specimens from selected seed imported from Japan. The colors are mixed and in hundred lots you will get all the gorgeous colors equal to the finest named varieties.

Strong transplanted $12.50 per 100; $110.00 per 1000.

**HARLAN P. KELSEY**, Owner
**Boxford-Highlands Nursery** **Salem, Massachusetts**


## NEW BOSTON MARKET

### Plans for Stalls and Booths Now Completed

The old Cyclorama Building on Tremont Street, where Boston's new wholesale flower market is to be located, is a hive of industry just now, nearly a hundred workmen being engaged in remodeling the interior of the great structure. Judging from the speed with which the work is being carried on the market will be ready for business by the first of the year.

The arrangement of stalls has now been decided upon. There will be 300 small stalls, each 3½x4 feet. They will occupy a double row of benches extending down the middle of the room, with eight stalls in a section on each side of a middle walk seven feet wide. There will be wider walks on each side of the stalls, with a cross walk in the middle 10 feet wide. There will be booths along each side of the room for dealers, each 18ft. x 16ft. 5in. At one side of each booth there will be an office 18x10 feet, and at the other side a cooling room 8x10 feet. There will be 16 booths in all.

It has been decided to install a modern refrigerating plant in the market. The matter of having a restaurant there is still under discussion.

The space back of the building is to be cleaned up and used for parking cars at present. It will be 120x70 feet. There is also plenty of parking space along the streets around the building.

## HENRY M. ROBINSON CO'S NEW QUARTERS

The Henry M. Robinson Co. has signed a lease for the entire basement of the new market house in the old Cyclorama Building on Tremont Street. This will give them fully half an acre of floor space, and will enable them to greatly expand their business. An announcement has already been placed in a conspicuous position in the present store, announcing the change of location, and assuring the patrons of the company that their needs will be looked after to even better advantage at the new store than in the present quarters, where the concern is cramped for room. In the new store there will be a much better opportunity for a display of stock, as well as for caring for the company's patrons. The Robinsons will have their own refrigerating plant and will have an entrance entirely independent of that leading to the market room above. Without much question the Henry M. Robinson Co. is now the largest wholesale florist house in the country.

## *REMOVAL NOTICE*

**After January 1, 1923, we will be located at our**

**New Quarters: 541 Tremont Street**

We shall occupy one entire floor, which extends over an area of one half acre. While our service in the past has been unequalled our new facilities will permit us to increase our efficiency in every respect. We shall be enabled to carry a larger stock of florist supplies, and a greater variety. We shall continue to carry the highest grade of cut flowers procurable, and you will find that our service is unsurpassed.

# Henry M. Robinson & Co., Inc.

Our Telephone Number Will Be **Beach 8870** **Boston, Mass.**


### NEW ENGLAND

Axel Magnuson is adding another house to his range, at Manchester, Mass. Mr. Magnuson grows most of his own material, occasionally having a surplus which he ships to Boston. The new house is being built largely of A. T. Stearns Lumber Co. material.

A new greenhouse is being erected on the Mrs. Lester Leland estate at Manchester, Mass., where Eric H. Wetterlow is superintendent. This estate has become famous for the quality of the winter-flowering begonias grown by Mr. Wetterlow, and it is understood that the new house will be devoted almost entirely to these plants.

J. W. Minot & Co., the florists of Portland, Me., who have been located for two years or more in a building on Congress St., are moving to a new store underneath the Columbia Hotel, as the old building is to be remodeled.





Fasten It With
**The Bull Dog Clip**
The Florists' Friend
FRITZ-TABER MFG. CO.
Sole Makers
New Bedford, Mass.
Reg. U. S. Pat. Off.


### J. K. ALEXANDER GOES WEST

**It Is Understood He Is To Establish a New Dahlia Farm in Oregon**

J. K. Alexander, the well known dahlia grower of East Bridgewater, Mass.,



J. K. Alexander

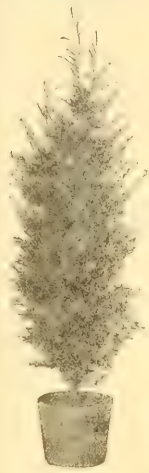
has gone to Hubbar, Oregon, where it is understood that he will establish a new dahlia garden, growing many of the kinds with which he has been successful in the East, as well as other varieties particularly adapted to the Pacific Coast. He will still continue his interest in the establishment at East Bridgewater, although the business there will be in charge of H. C. Bacon, who has been with Mr. Alexander for several years, assisted by Mr. Alexander's son, Herbert.

Before Mr. Alexander left East Bridgewater he was surprised by his employes who gave him a farewell party, and presented him with a handsome leather traveling bag and trunk. Mr. Alexander has been suffering with rheumatism for several months, and it is expected that his health will improve in the western climate.

### NEWS NOTES

The Rosary Garden Shop, with a new store at 178 North Main St., Elmira, N. Y., has been featuring bulbs this year. The concern has also sold a great quantity of asters grown on a farm brought into conjunction with the store.

It is reported that 2,500,000 shrubs and trees have been shipped from Geneva, N. Y., this season, this being the largest fall shipment ever made from that city.



JUNIPER
Matched Pair $7.00
Over 4 ft.
Packing at cost

# Send for Our
# SPECIAL OFFERS
Bulletin 17 Illustrated

## "EVERGREENS FOR WINTER DECORATION"

With Trade Discounts

Our large stock of evergreens offered for window boxes, pots, tubs, and urns is especially grown for these purposes. Each plant a symmetrically selected specimen. Prompt shipments guaranteed.

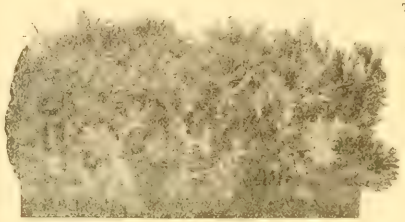
# Little Tree Farms

American Forestry Company

4192 Boylston St., Boston, Mass.



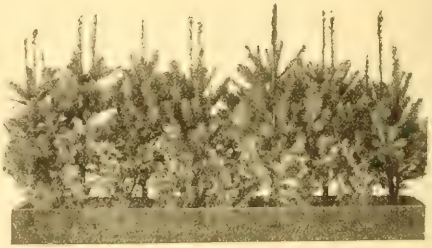
BLUE SPRUCE
Matched Pair $7.00
Over 2½ ft.
Packing at cost



Six Arborvitae and Window Box for $3.50
Plants about 1 foot high, packed in moist moss, in dark green box, 3 feet long, 7 inches wide, 6 deep.

THESE PRICES ARE TRADE PRICES AND NET

PACKING IS CHARGED FOR AT COST



Six White Spruce and Window Box for $3.50
Plants about 1 foot high, packed in moist moss, in dark green box, 3 feet long, 7 inches wide, 6 deep.


# DISCUSS ORCHIDS

## Gardeners' and Florists' Club of Boston Hold Interesting Meeting in Horticultural Hall

At the regular meeting of the Gardeners' and Florists' Club of Boston, held in Horticultural Hall, the evening of November 21, it was voted to hold a ladies' night in January and also to hold a banquet in some hotel in Boston in February.

The nomination of officers took place at this meeting. Mr. W. J. Kennedy nominated Harold Ryan, the Cambridge florist, for president. Mr. James Methven nominated Walter H. Golby for vice-president. Mr. A. K. Rogers nominated the present encumbent, Mr. James Methven, for treasurer. Mr. Kennedy nominated W. N. Craig for re-election as secretary. No other nominations being made for these offices, their election at the next meeting is assured. Nominations for executive committee to be voted for in January were as follows: Patrick W. Burke, William H. Judd, Irwin Stewart, George Butterworth, George W. Hamer, P. J. Van Baarda, Gustave Thommen, E. F. Norberg and Herbert Baxendale.

The meeting was then given over to a discussion of orchids, several well known speakers taking part. Mr. Donald McKenzie of Chestnut Hill read a short but interesting paper on Odontoglossums and Odontiodas. Mr. McKenzie emphasized the necessity of plenty of water and a cool house. He said that at his place in Chestnut Hill the Skinner system was used in summer to flow water over the glass. Mr. McKenzie also said that he used yellow peat in preference to any other kind, and that no feeding was done.

George W. Butterworth of Framingham then talked about Cymbidiums, largely from a commercial viewpoint. Mr. Butterworth exhibited a very large plant to show the way in which Cymbidiums were grown at the Butterworth place. He said that they were planted with an abundance of crock in the bottom of the pot. Then a layer of peat, then some bone meal, then a little peat dust. The plants were then set in place, not too deep but not as shallow as Cattleyas, after which the pots are filled with regular peat. He went on to say that up to 1900 comparatively few Cymbidiums were grown. The C. insigne was discovered and soon appeared in many variations, each of which was given a different name. Now the Insigne Cymbidiums are grown most largely for commercial purposes, although some other kinds, like Lowlianum and Tracyanum have commercial value and are grown at the Butterworth place. Cymbidiums of the insigne type, however, are the easiest sellers and the most satisfactory.

At Framingham the pots are set on

beds of coal ashes through which the roots extend. They are staged up a short distance and are grown in a rather shady house with an abundance of moisture. Speaking of coal ashes he said that Joseph Manda, the famous New Jersey grower, swears by them.

Mr. Butterworth said that these plants are readily propagated and flower in three or four years. At the Butterworth place they are tied up and not allowed to grow loosely in the old-fashioned way, as they take too much room. He spoke of the wonderful keeping qualities of the Cymbidium flowers, the blooms often lasting two or three months and keeping three or four weeks in water. Plants are timed so as to begin flowering in January and bloom until April. Potting is done when the plants start to make growth. They are kept syringed on hot days. Moisture at all times is of fundamental importance. The plants are kept clean by spraying with a nicotine and soap solution. Winter temperature runs between 45 and 50 degrees.

George Lydiard, of the Towle estate in Newton, discussed Dendrobiums in a very interesting manner, and gave some side lights on the culture of orchids in England. He said he was greatly surprised when coming to this country to find no rain water tanks at the orchid establishments. In England rain water is always depended upon for watering orchids. He admitted, though, that fairly good results were obtained in this country from tap water.

He said that Dendrobiums were easy to grow if given the right kind of care, especially the deciduous kinds. Water should be gradually withheld instead of being shut off abruptly, as is often done. Some water should be given until the foliage begins to turn yellow. Then they should be carried over in an airy house. When the bulbs are hard they can be hung up in a light house which is cool but where frost does not reach. When flowers start one good watering should be given, after which the plants should be put into a warm house and kept there until the flowers are almost ready to expand. Then they should go back to a cool house. When bulbs are three years old they should be cut out. Potting should be done immediately after flowering, using a liberal supply of sphagnum moss. The well known Dendrobium Phalaenopsis needs six weeks' rest in a warm house. Many growers make the mistake of moving these plants. They are best left in the house where they have flowered and with the same heat. They are easy to propagate by selecting bulbs not over three years old and cutting them into pieces four to six inches. They must be kept well sprayed and will make good plants in three years. These plants do not like too much sun, giving better results in partial shade during the growing season.

The speaker then went on to tell of some interesting experiments being made in England in the use of fungi in the seed flasks. He said that different fungi were being used for different varieties and that the period between propagation and blooming had been reduced by a year. He said also that by this method Cymbidium spikes four feet long have been grown.

At the close of Mr. Lydiard's talk Secretary Craig read an interesting paper written by George L'Anson, the well known Beverly Farms orchid expert, on East Indian Orchids other than Phaelanopsis.

Three new members were admitted at this meeting, Irving H. Stewart, Brush Hill Road, Readville, W. W. Gallagher, 44 Cottage St., West Lynn, and Elmer E. Butler, 949 High St., Dedham.



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GREENHOUSES
THE SURE WAY TO BIGGER PROFIT

When a florist places his order for a King you can be sure that he, the hundreds of other King owners, is on the right track for bigger profit.

King greenhouses grow a larger percentage of firsts than other makes of houses and they cost less to operate. One grower tells us that his King greenhouses go a long way in producing the high grade stock he is selling now. Another florist says that the amount of coal used during a severe winter was less than we said it would be in an ordinary winter.

The quality of material and workmanship is the best and can be translated into one word—strength. A grower wrote us saying that in a severe sleet storm "We had considerable ice and snow on the houses but your construction stood the strain with no bad results whatever."

As for price and service read what this grower writes. "After comparing all propositions in regard to workmanship, service, details of construction and price we were firmly convinced that your proposition was by far the best we had received and so placed the order with you."

*When you think of good greenhouses, think of KING*

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—HORTICULTURE—

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**SAYS SAM:** **A fellow too old to learn is too old to live.**

**Selling Nursery Stock**

New and somewhat revolutionary ideas are being advanced by some of the nurserymen concerning the sale of nursery stock. They believe that with new times there must come new methods. They are not satisfied merely to catalogue their stock, send out the catalogues and wait for orders to come in. That kind of selling will always bring a certain number of orders from people who realize the value of nursery stock and merely select the grower from whom it shall be procured.

There are, however, unnumbered thousands of other people who would buy nursery stock if the fact could be brought home to them that it would make their lives pleasanter and their homes more attractive. They would buy, too, if they were made to understand that the planting of nursery stock is not confined to the Spring months, but can be done at almost any time. This has been a wonderful Fall for planting evergreens. Nurserymen who have based a selling campaign on that fact have done a lot of business.

Many nurserymen are finding, however, that they are handicapped if they depend upon their own efforts alone. They are seeking new mediums by which to get their goods into the hands of the public. They are trying to show the florist first of all that his interests and those of the nurserymen are tied up much more closely than is commonly realized. They are trying to show him that he, the florist, ought to be a distributing agent for the nursery trade. They are proving to him that tubbed evergreens, window boxes and material of that sort is readily absorbed by the purchasing public if the goods are brought to their attention when they are in a buying mood, or, in other words, when it is attractively displayed in a well arranged store or along the street in front of the store. Florists in the past, nurserymen point out, have made a mistake in charging too much for their nursery stock. A fair price will bring increased business.

Mr. Theodore Borst, of Little Tree Farms, and E. G. Hill, of Dundee, Ill., are especially active in promoting this new line, and florists are responding to their efforts in all parts of the country. Probably so many tubbed evergreens were never seen around the florist shops as the present season. This should be only a beginning. A florist can sell garden accessories of all kinds the season through. There is no reason why they shouldn't also sell nursery stock. In fact, nursery stock seems much more appropriate to a florist shop than many of the things seen there.

Mr. Borst has gone still further and has devised the unique idea of selling evergreen stock along the roadside. He is now enlisting the co-operation of fruit growers who have roadside stands. A number of these fruit growers are displaying young evergreens at their stands and are selling them or taking orders from their customers. This may be a case of Mahomet going to the mountain, but it opens a new selling avenue, the possibilities of which are unbounded.

The public has never bought nursery stock of this character with the same freedom that they buy other goods for their pleasure and the adornment of their homes. Perhaps the nurserymen are in part to blame that this is true. In any event it is safe to say the next few years will see this condition corrected to a large extent. In fact, new selling methods are likely to be the outstanding feature of the nursery trade for some time to come.

## EDITORIAL NOTES

The coal companies are apparently doing their best to drive florists to the use of oil. Complaints about the quality of the coal being delivered this Fall are loud and vigorous. Many of the florists say they are planning to change over to oil, not so much as a matter of economy or convenience as because the coal which they receive is so low in heat value and so high in the proportion of clinkers and stones.

The increased interest in matters which have to do with flowers is readily noted by the colleges. A report that comes from the Rhode Island State College shows that there is an increase this year of 30 per cent in the botany department enrollment. This college is now in a particularly flourishing condition, with new laboratories having the latest equipment in electric drying ovens and compound microscopes.

It may be just as well for florists not to bear down too hard on laurel in their Christmas decorations, using other evergreen material instead. The women's clubs and other organizations are very active in their campaign for the conservation of laurel, and may discriminate against florists who use it over freely.

It is pleasant to find that the florists are taking an important part in the activities of the Rotary Clubs throughout the country. In the last issue we spoke of the Rotary Club of Nashua, N. H., meeting at the Buxton Greenhouses. A similar event was recently held in Washington, at the greenhouses of William F. Gude, where luncheon was served. A pleasant feature of the program was the rendition of a dialect recitation by Mr. Gude's talented daughter, Wilhelmina. The greater the extent to which the florists can mingle with representatives of other business, the greater will be the good derived by the trade.

# GRAFTED ROSES

It may seem early to talk roses for next spring, but we have been booking a lot of spring orders and you, who may be wanting a big lot early, may feel disappointed if we are not able to give you what you want when you want it.

Take up the question of spring requirements early!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


## FLOWER SHOW AT AMHERST, MASS.

At the recent Autumn Flower Show conducted by the Department of Floriculture of the Massachusetts Agricultural College at Amherst, Mass., the Skinner cup competition for the best blooms of one variety of chrysanthemums was won by Mr. C. H. Sinclair, of Holyoke, for the third time. His winning variety was Louise Pockett. Butler & Ullman, of Northampton, florists, were second.

S. Church Hubbard, foreman of the college greenhouses, won all five sections of the class of six sprays and divided with G. H. Sinclair the honors in vases of three specimens. Sinclair won without competition the first honors in exhibit of large flowered chrysanthemums arranged for effect. Butler & Ullman of Northampton won in both classes on plants, with single bush specimens and three bushes.

## FLORISTS AT READING SHOW

At the Chrysanthemum Show recently held in Reading, Pa., the E. G. Hill Co., of Richmond, Ind., made a fine display of roses, including America and Crusader. Mrs. Isaac Hiester had a remarkable exhibit staged by Alfred Lunden, her superintendent. A novelty was a flower of Francisca brought from Germany in 1905. Giles, the Florist, the Farr Nurseries, Elmer D. Smith, the chrysanthemum grower of Adrian, Mich., Charles H. Totty of Madison, N. J., A. N. Pierson of Cromwell, Ct., and Zook's Greenhouses, Elizabethtown, Pa., were among the exhibitors.

A. C. Bird has resigned his position with Dean, the Florist, at Waterbury, Ct., and is now in the employ of the Squires Flower Shop.

## H. H. BARROWS DEAD

### The Passing of the Veteran Fern Grower of Whitman, Mass., a Serious Loss to the Trade

Henry H. Barrows, one of the best known fern growers in America, died at the Brockton Hospital, Wednesday,



The Late H. H. Barrows

November 15, after a short illness. Mr. Barrows was 66 years old.

The news of Mr. Barrow's passing has been received with the deepest regret by the trade everywhere. He was an exceedingly likable man, although too deeply engrossed in his business to spend much time in visiting his fellow florists or in attending social functions. At the same itme he has been for years a genial host to hundreds of florists who have visited his extensive range of greenhouses in Whitman, a range which is given over exclusively to ferns and where an enormous stock of the best commercial varieties is to be found.

Although Mr. Barrows settled in Whitman about 40 years ago he was a native of West Sumner, Me. When a young man Mr. Barrows went to work for his uncle, H. H. Robbins, for whom he was named. Later he went into business for himself. At one time he owned three stores, one in Lynn, one in Rockland, and one in Whitman. Then he began to specialize in ferns and for many years has given his while time to them, developing what came to be the largest range of greenhouses devoted exclusively to ferns in the country.

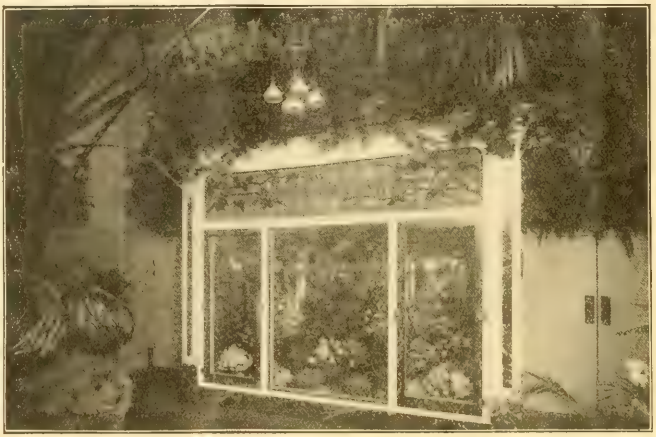
He is survived by a mother, Mrs. B. P. Barrows, 90 years old, who lives with a daughter, Mrs. William Vining, in Abington, a widow and four children, a sister and brother.

Mr. Barrows came of old Pilgrim stock, and had the virtues of strict honesty, high-mindedness and industry which enabled his forefathers to help in making New England what it is today.

## A HOVEY STORE AGAIN

The name of Hovey & Co., Seed Merchants, has again taken its place in the trade. Some time ago the Hovey concern, long a factor in the Boston seed trade, was purchased by Carter's Tested Seeds. Now David G. Reid and Norman Howden, who have been connected with the Carter Company, have purchased the Hovey interests and resumed the old name, with headquarters at 19 and 20 So. Market Street.

The brothers, William and Fred Hanselman, have erected a new greenhouse on property recently acquired by them in Hoosick Falls, N. Y., and are making other improvements.



**Thanksgiving Telegraph Orders**

# FOR KANSAS CITY

AND ALL POINTS WITHIN
REASONABLE DISTANCE

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## BRECK'S NEW PLAN

### 500 Hardware Establishments Become "Breck's Stores"

A plan new to the seed trade is being carried out by Joseph Breck & Sons. About 500 hardware stores selling seeds and implements and covering all parts of New England have been made authorized representatives of the concern. These stores are known by black and orange signs in the windows which read,

*A* **BRECK'S** *Store*

Then the service is made complete by means of the firm's new catalogue which will contain a list of all these stores, arranged alphabetically according to towns. Each representative store will send in a list of customers' names which will be printed on gummed wrappers. These wrappers, with the names and addresses on each, will be affixed to a catalogue, and these catalogues with the list returned to the representative store, which will put the catalogues into the mail.

These catalogues will contain a message to all customers, who will be told that while as always in the past they will be welcomed at the headquarters of the Breck Co. in Boston, yet they are urged when possible to trade at the local store, which will give them the same service and which will obtain for them at the same price any article listed in the catalogue if it is not kept in stock. It will be explained that, owing to the great rush of customers at certain seasons, it is exceedingly difficult to give the proper attention to each customer in the store in Boston, and that the arrangements with the local stores have been made for their convenience and comfort.

The Breck Co. will have another innovation this year in the way its catalogues are put out. The usual large catalogue, listing all the seeds, bulbs, nursery stock and implements carried by the concern, will be issued, but will be supplemented by a much smaller and therefore more convenient catalogue containing such items as are most likely to be needed by the average amateur. It is believed that this smaller catalogue will be warmly welcomed.

George H. Harrison, of Berlin, Md., a member of the well known Harrison Nurseries, died recently. For more than 35 years he had been associated with his brother, Senator Orlando Harrison, in the nursery business.


# ATTRACTIVE FALL OFFERINGS

## Cleveland Cherries

Field Grown, Extra Fine and Well Berried. $15.00, $20.00 $25.00, $30.00 per 100

POT GROWN PLANTS

| | 100 |
|---|---|
| 4-in. | $20.00 |
| 5-in. | 35.00 |
| 6-in. | 60.00 |

## Crotons

EXCELLENT ASSORTMENT

| | 100 |
|---|---|
| 2½-in. | $ 25.00 |
| 4- in. | 75.00 |
| 5- in. | 125.00 |

Excellent value

## Delphinium Belladonna

FIELD GROWN

| | 100 | 1000 |
|---|---|---|
| 1-yr.-old | $10.00 | $ 95.00 |
| 2-yr.-old | 15.00 | 135.00 |
| 3-yr.-old | 20.00 | 175.00 |

True Belladonna

## Dracaenas Indivisa

| | 100 | 1000 |
|---|---|---|
| Seedlings transplanted | | $20.00 |
| 2¼-in. | $ 6.00 | 50.00 |
| 3-in., ready now | 12.00 | |
| 4-in. | 20.00 | |

Field grown, ready for 5- and 6-in. pots. $20.00 and $25.00 per 100

TERMINALIS

| | 100 |
|---|---|
| 3-in. | $35.00 |
| 4-in. | 50.00 |

## Vincas, Variegated

DELIVERY NOW

| | 100 | 1000 |
|---|---|---|
| 2¼-in. | $ 6.00 | $55.00 |
| 3-in. extra good | 10.00 | |

Field Grown, $12.00, $15.00, $18.00 per 100

## Funkia

VARIEGATED

Field grown, extra fine $20.00 per 100, $185.00 per 1000

## EASTER LILIES

A fine lot of bulbs ready for delivery now. **Formosum, Giganteum, Multiflora,** and also the **Hardy sorts.** All sizes. Prices on application.

**G. U. LIGGIT** *Wholesale Plantsman* 505 Pulletin Building

NEW ENGLAND OFFICE: 15 CEDAR ST., WATERTOWN, MASS. L. J. REUTER IN CHARGE

PHILADELPHIA


## WILL GROW GLADIOLI

Robert Hutcheon, the greenhouse man of Stoughton, Mass., who has been growing gladioli in a modest way for some time, has decided to take up operations on a much larger scale. For that purpose he has bought a 13-acre farm in Abington, to which place he will transfer his business. He expects to devote himself pretty closely to gladiolus in the future, and to grow both flowers and bulbs on a large scale. His sons will continue the greenhouse.

## NEWS NOTES

At the recent flower show of the Pennsylvania Horticultural Society a new mauve colored chrysanthemum was named by its owner, W. H. Ritter of 5424 Baltimore Ave., for Gifford Pinchot, governor-elect. An unusual exhibit at the show was a hanging basket made from Eucalyptus pods and beads by a convict in the Eastern Penitentiary.

Frank O. Anderson, formerly on the Hayward estate at Franklin, Mass., has become outside foreman on the R. M. Clarke estate at Pomfret Centre, Conn.

C. G. James & Son, owners of the Wellsville Rose Gardens at Wellsville, N. Y., have opened a flower store in the Barnes Building. Mr. H. S. James is in charge.




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Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money making and big fees. $5,000 to $10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1906. Write for information; it will open your eyes. Do it today.

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HAVING had thirty years experience growing and handling Native Ornamentals, my facilities and supply are unequalled, and a trial order will prove convincing. ERICACEOUS Plants my specialty, in both Nursery Grown and X selected collected stock for all requirements. My superior packing insures delivery in good condition to all parts and grading always up to highest standard in quality.

Before you buy any NATIVE **Azaleas, Ilex, Oxydendrum, Vacciniums, Viburnums, Zanthorrhiza, Abies, Kalamis, Leiophyllums, Leucothoe, Andromedas, Rhododendrons, Thuyas, Hemlocks, Galax, Shortia Ferns, Orchids, Dicentras, Liliums, Trilliums, Iris, Golden Seal, Ginseng, Polygonatums, Sanguinaria, Violets** and hundreds of others, get my prices. Send complete list of your needs in my line and lowest prices will be promptly quoted, consistent with the very best material and service. Sixty carloads furnished the trade last season (mostly Broad-Leaved Evergreens) with complete satisfaction.

It will be to your advantage to send for price lists and get acquainted with my organization for quality and quantity. Your correspondence is solicited and all orders will be handled to your entire satisfaction. Ask about unusual Decorative Evergreens. Rare and beautiful.

***Address...*** **E. C ROBBINS**

**PINEOLA, Avery County, NORTH CAROLINA**



## YOUR PROFITS for spring DEPEND ON WHAT?

On having the stock your customers want when they want it! That's the whole story.

Be prepared. Stock is scarce and selling fast. Likely you could not get what you wanted last spring. Don't lose out again.

Order today. Our line is complete, and you should consider your spring wants carefully while you can get the items you will need.

**PRICES ARE ADVANCING**

Be sure of the lowest Market price, of SERVICE plus QUALITY, of having the stock you will need, and ultimately the utmost in profits, by giving us your order NOW.

BURR QUALITY + SERVICE

**Every good business man carries Insurance**
**Preparedness is Insurance**

## C. R. BURR & COMPANY

**GENERAL NURSERYMEN**

**MANCHESTER CONN.**

If you do not get our wholesale list, ask for it. We do not sell at wholesale to retail buyers.


### NEWS NOTES

Recently the Park Commission at Paterson, N. J., distributed flowers from East Side Park to the public without charge rather than let them simply die on the ground, but the plan proved so unsatisfactory that it will not be repeated. Much damage was done, the public apparently accepting the invitation to help themselves without restrictions, the result being that dozens of plants were pulled out by the roots.

The Bridgeton, N. J., Dahlia Society has elected officers as follows: President, Bart Gumpert; Vice President, Merritt L. Sooy; Secretary, Ralph Pollock; Treasurer, Paul Springer. The board of directors selected are Bart Gumpert, Merritt L. Sooy, Ralph Pollock, Paul Springer, Claude Alkire, Casper G. Ware, Bert Bacon, Ward Loder, Lewis Heller.

Some very interesting photographs have been sent out by Charles Henry Fox, the Philadelphia florist, showing the location of his new store at the corner of Broad and Chestnut Sts. Mr. Fox writes, "It is going to be a real man's flower shop, almost on top of City Hall, and in the midst of everything, catering especially to men."

The J. J. Fallon Co., of Raleigh, N. C., recently staged a very attractive Chrysanthemum Show in the Yarborough Building.

### NEW ENGLAND NOTES

Carl J. Norton, of Butler & Uhlman, Northampton, was one of the judges of the Fall Flower Show held at the Massachusetts Agricultural College.

George A. Leighton, and Mrs. Leighton, of Yarmouth, Me., recently celebrated their fiftieth wedding anniversary. Mr. Leighton is a well known florist.

Donald White, of Wakefield, and Walter Johnson, of Stoneham, Mass., have erected a greenhouse 200x42 feet, in Wakefield, for the growing of carnations. This is a new firm and will handle carnations exclusively, shipping to Boston. They already have nearly 10,000 plants in the house, including eight varieties.

### CHANGES AT STAMFORD

The Quality Seed Store in Stamford, Ct., formerly owned by George B. Cannon, has been purchased by Frank Bauman and John I. Sipp, who will conduct the business under the name of the Stamford Seed and Flower Co. The store is to be entirely renovated and a large stock put in for the spring trade. In addition to its seed business the concern will conduct a cut flower department, with an expert designer in charge. There will also be a complete florist supply department. The new concern bids fair to take a prominent place in the seed and flower business of Connecticut.


## IRIS AND PEONIES

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground: **Arnols, Brooklyn, Darius, Dr. Bernice, Exquisite, Gypsy Queen, Halfdan, Helge, Ingeborg, Jacqueminot, Liabaud, Lord Salisbury, Mme. Chereau, Mithras, Mrs. H. Darwin, Nibelungen, Princess of Teck, Queen of May, Rhein Nixe, Rose Unique, Shakespeare, Sherwin Wright, Walhalla, Walneriana, Ven Geerti, Hector.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

# S. A. F. & O. H. Department

The Campaign Fund is moving slowly up to the $40,000 mark, considerably below the point the Publicity Committee had hoped it would reach. Some very good advertising has been planned for December, a good deal of which will appear in the magazines for that month now about on sale. Judging from the reports from different markets, the florist industry is greatly in need of stimulus, a stimulus which can only come from publicity work of this kind. Were the Committee in a position to expend $100,000 within the next two or three months, it would not be a penny too much—and when the extent of our industry is considered, it would not be more than might reasonably have been expected.

When it is considered that there are about 20,000 or more florists in the country, all to be benefited by the campaign, it does seem that thousands of otherwise astute business men are not alive to their opportunity to give their businesses a good boost


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## George Watson's Corner

"You in your small corner and me in mine."

They seem to be all very much obsessed getting ready for Thanksgiving at this writing. Then right on the heels of that comes Christmas. It will be a busy few weeks from now on among the boys who attend to the great American demand for cut flowers and greens.

Cincinnati Dan blew in this week on his annual tour on behalf of the J. M. McCullough Sons Co. He looks well and hearty and reports business unusually good all along the line.

Dennis Connor of the Lord & Burnham Co. thinks prices are governed by the law of supply and demand. The writer had the same old-fashioned notion unil he ran up against the philosophy of Al Jones. The Jones' idea is if you have a few thousand too many bales in the cellar, and no demand, put the price up, and they'll come a running. And he gives instances to prove the contention. Tom Hogan, in a different line of business, bears him out and gives instances. Then along comes John Welsh Young with a story of how Frank Ross moved the market on roses down to his level, while the supply remained the same and prices were going up, if anything. Al Jones, on being questioned on the matter, says that that was pure bluff on Ross's part. It looks, therefore ,as if a third element would have to be added to the law of supply and demand. "Bluff." The best bluffer wins. It's an interesting question, and we have only scratched the surface, so far.

Away back some thirty-five years ago Bill Harris and Bob Craig and a lot more of the flower growers, discovered the great secret—that the way to regulate prices was to get together and agree on a price. Which was done. They all solemnly subscribed to the price and stuck to it. But, by the time the season was over, half of them were sold out clean, while the other half had only sold a few. The explanation was: They all stuck to the price; but some of them gave 13 and some 15 to the dozen. Wow! The organization busted up, there and then.

Robert has got all his bad teeth out now, and the new ones fit fine. He seems to stand the dentist pretty well. He was quoting a fine piece from Swinburne, when he called. When yours truly goes to see the den-


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tist, it's nothing but cuss words for quite a while. So that's where he and the writer are different. However, we both admire Swinburne and here's one that applies to Robert from the aforesaid Algernon which all Robert's friends will appreciate:

"Where dead ages hide under
The live roots of the tree
In my darkness the thunder
Makes utterance of me
In the clash of my boughs with each other you hear the waves sound of the sea."

And so in Bob then, the truth is: the blooms in his boughs. That may mean young boys and girls or thousands of other good things, including Porto Rico dash in the seas.

---

Williams F. Gude, of Washington, D. C., and his son, blew through recently and were taken good care of by Ed Fancourt and the boys in their trips to Norwood and other outskirt points. Bill looks good. Keen and clear of eye; but I do wish he'd let his whiskers grow again. Then he'd look more natural!

---

Robert Craig expects to sail for Porto Rico mid-December. Wants all the boys to join him down there, and get rid of their asthma. Just address your letter to San Juan, Porto Rico. He says they all know him down there. I wonder if he includes the policemen in that!

---

Paul Huebner left for St. Petersburg, Florida, for a short holiday, November 9th. If he don't like it there, he will take an aeroplane across to see Robert Craig at San Juan. What's a thousand miles when these machines can do two fifty an hour.

---

Our good friend, Wallace Pierson, I see, got in by 166 out of 7000. And they are not asking for a recount, like they are on Henry Cabot. So you will all have to take your hats off to Wally now—and say "delighted to meet you, senator!"

---

The Commodore is back from Barnegat and settled down for the winter at Ridge and Lehigh. He looks fine. Full of snap, and can get away with a better lunch at "the kirk" than yours truly—thirty-three years his junior.

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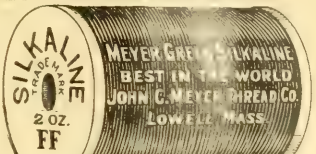
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The many friends of Francis J. (Bud) Tighe, well known and popular greenhouse salesman, will greatly regret his sudden death. Mr. Tighe had always enjoyed the best of health but on the day of his death he stated that he was not feeling well. While enroute to call on two or three florists, he stopped at a doctor's office for diagnosis of his illness and while there succumbed to an attack of acute indigestion.

Mr. Tighe, who was thirty years old, was born in Buffalo and since his graduation from Canisius High School in 1912 had been connected with the King Construction Company, first as manager of the New England territory and later as manager of the western New York, western Pennsylvania and Ohio territory.

During the World War, Mr. Tighe saw service in France with the Thirteenth Regiment, U. S Marine Corps. He was a member of the Semper Fidelis Club of the Marine Corps and the Buffalo Floral Club.

The King Construction Co. is putting up a new house, 100x30 feet, for Attilio Conti at Clinton, Mass. This is a steel frame house in which Mr. Conti expects to grow lilies and roses. In the spring he is to tear down three wooden houses which he now has and replace them with steel frame structures.


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Rubber plants strong from 5½-in. pots, $9.00 per doz. Cash with order.
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Xmas peppers from 3½-in. pots, $18.00 per 100. Cash with order
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Furnished in lengths up to 500 feet without seam or joint.

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¾-inch per ft., 18c
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Used by Leading Gardeners

Bbls. $90, ½ bbls. $50, 10 gals. $20,
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We have used Wilson's O. K. Plant Spray on specimen bay trees for scale, and trained native cedar trees for red spider, also under glass for scale and mealy bug on nectarine trees and grape vines during their dormant state and have found it both safe and effective in every instance.

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A spray remedy for green, black, white fly, thrips and soft scale.

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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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For eel worms, angle worms and other worms working in the soil.

Quarts, $1.00; Gallon, $3.00

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For Greenhouses

Drive easy and true, because both bevels are on the same side. Can't twist and break the glass in driving. Galvanized and will not rust. No rights or lefts

The Peerless Glazing Point is patented. No others like it. Order from your dealer or direct from us.

Write for samples and price.

HENRY A. DREER,
714 Chestnut Street,
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## The Go-Getter

## of Short Hills, N. J.

Last year Peter B. Kyne wrote a bully tale called "The Go-Getter." It was so full of get-thereness that one concern I know of, bought a thousand copies of the book, and gave one to each employe.

The Go-Getter was a chap who, in spite of the greatest bunch of hard luck hold ups, did what he started out to do.

Did it without getting all puffed up about it either.

Those of you who know Christensen, know he has pulled things off in spite of election and high water.

He's another one of those men, like Finck of Bound Brook, who is so busy tending to his own business that he doesn't have any time to give any attention to anybody else's.

No one grows any better ferns.

And as for pot plants, that range of narrow houses certainly does turn out top notch stock.

If you are debating whether to build one wide, or several narrow houses, let's talk it over together. It's more than likely we can give you some worth while help hints.

Hitchings and Company

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# Horticulture



*The New Rose Commonwealth*

## Christmas Number

# CRAIG SPECIALTIES

## For Immediate and Xmas Delivery

**Never before have we offered such a complete line of stock, nor of such high quality. This covers our immense areas of both Flowering and Foliage Plants. We are booking heavily on Christmas orders and would suggest that customers call as early as possible or mail orders at once so as to get the best selection. Norwood is only ten miles from Broad St. Station, Philadelphia, and is easily reached. We mention below a few of our leading specialties.**

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**BEGONIA GLORY OF CINCINNATI AND MELIOR**

**Immediate or Later Delivery**

These varieties are endorsed by all th leading Retail Florists. They will hold th flowers much better than Gloire de Lorraine Heavy plants are offered.
4-inch pots, dozen, $12.00; per 100, $ 90.00
5-inch pots, per 100 ..... 125.00
6-inch pots dozen ..... 24.00
7-inch pots, each ..... $3.50 and 4.00

**BEGONIA KONKURENT**

A greatly improved Begonia Cincinnati. This variety is a German introduction and we have grown it for many years. It makes a much better shaped plant than Cincinnati and is free flowering.
4-inch pots, dozen $12.00; per 100 $ 90.00
5-inch pots, per 100 ..... 125.00
6-inch pots, very heavy, dozen ..... 24.00
7-inch pots, very heavy, ea. $3.50 and 4.0

**BEGONIA PRIDE OF NEWCASTLE**

Dark red sport of Mrs. Patten. In bloom every day in the year.
4-inch pots, heavy, doz., $4.00; 100 $30.00

**ERICA MELANTHERA**

5½-inch and 6-inch pots, dozen, $18.00, $24.00 and ..... $30.00
7-inch pots, dozen ..... 36.00

**POINSETTIAS**

The largest and finest stock in America The true red variety.
3-inch pots, per 100 ..... $35.00
4-inch pots, per 100 ..... 50.00
4-inch pots, branched, per 100, $65.00, 75.0
7-inch azalea pans, 3 plants and ferns, dozen ..... 24.00
8-inch azalea pans, 3 plants and ferns, dozen ..... 30.00
8-inch azalea pans, 3 branched plants and ferns, dozen ..... 36.00
8-inch low pans, 6 plants and ferns, dozen ..... 24.00
9-inch low pans, several plants and ferns, each ..... $4.00 and 5.00
12-inch low pans, several plants and ferns, each ..... 7.50
5-inch, 24 inches tall, heavy, dozen ..... 9.00

**CLEVELAND CHERRIES**

Exceptionally well berried.
5-inch pots, dozen ..... $ 9.00
6-inch pots, dozen ..... 12.00
7-inch pots, each ..... $1.50 and 2.00

**OTAHEITE ORANGES**

A fine stock of this wonderful Christmas plant. Best we have ever offered.
2¼-inch pots, for growing on, per 100, $20.00; per 1,000 ..... $190.00
Plants in fruit ripened, November and December, per fruit, 35c.

**CHRISTMAS PEPPERS**

One of the best novelties for baskets, etc.
4-inch pots, dozen ..... $ 6.00
5-inch pots, dozen ..... 9.00
6-inch pots, dozen ..... 12.00

**ARDISIA CRENULATA**

5-inch pots, each ..... $1.75 and $2.00

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This has been one of our specialties for over 20 years. In all our experience we have never seen a finer lot of plants. We are growing our stock in new houses. They are absolutely clean and perfect in every way and not to be compared with weakly, drawn stock offered at less money. We confidently feel that our four large houses, containing 25,000 plants, will not be enough. They have been pronounced by plant experts from all over the country as the finest stock ever grown.

5-inch pots, heavy, doz., $15.00 and $18.00
6-inch pots, very heavy, dozen $24.00, $30.00, $36.00 and 42.00
7-inch pots, very heavy, each $4.00 and 5.00
8-inch pots, very heavy, each $5.00, $6.00 and 7.50

**GARDENIA VEITCHII**

We have an exceptionally fine stock for growing on for Winter and Easter flowering. Heavy plants are offered.
2¼-inch pots, per 100, $15.00; per 1,000 ..... $140.00
3-inch pots, per 100 ..... 35.00
6-inch pots, in bud and flower, each $2.50, $3.00 and 3.50

## CROTONS

The Croton, with its highly colored foliage, is indispensable during Fall and Winter. We have the largest and most complete collection of Crotons in the world, carrying at the present time for Fall sales over 50,000 in 200 varieties, all of the very highest quality and brilliantly colored.

**Strong Plants—Immediate Delivery**

4-inch pots, dozen, $10.00; per 100....$75.00
5-inch pots, dozen ..... 15.00
6-inch pots, dozen ..... $18.00 and 24.00
7- and 8-inch pots, each, $4.00, $5.00, 6.00
10-inch pots, each ..... $7.50 and 10.00
12- and 14-inch pots, specimen plants each ..... $15.00, $20.00, 25.00

## DRACAENAS

There is no variety of foliage plant so attractive as the highly colored Dracaena. The small and medium sizes can be used to great advantage in making up the popular Christmas baskets, while the large specimens have always been in great demand for decorative purposes. We are now growing more Dracaenas, in greater variety, than any firm in the country.

**DRACAENA GODSEFFIANA**

Green and white leaf, very hardy, fine for baskets.
2½ inch pots, per 100 ..... $20.00
3 inch pots, per 100 ..... 35.00
4-inch pots, per 100 ..... 60.00

**FANCY DRACAENAS**

We are offering a collection of the new and rare Dracaenas. Very handsome for home decoration or for fancy combination baskets.
4-inch pots, dozen ..... $9.00
5-inch pots, dozen ..... 15.00
6-inch pots, dozen ..... $18.00 and 24.00
7- and 8-inch pots, each ..... $3.50 and 5.00

## 150,000 NEPHROLEPIS

**(In variety)**

We are the largest growers of Nephrolepis Ferns in the country. In fact, we are headquarters for them.

**NEPHROLEPIS VERONA**

Makes a good plant in all sizes. Much finer frond that any crested sort outside of N. Smithii. The fronds are carried on a heavy, wiry stem. We consider it one of the best of the newer introductions.
2¼-inch pots, per 100, $10.00; per 1,000 ..... $90.00
4-inch pots, dozen, $5.00; per 100.... 40.00
6-inch pots, dozen, $12.00; per 100.... 90.00

**NEPHROLEPIS ELEGANTISSIMA COMPACTA**

A dwarf, compact form of Nephrolepis Elegantissima, each plant making an ideal shape.
2¼-inch pots, per 100, $10.00; per 1,000 ..... $90.00
4-inch pots, dozen, $5.00; per 100.... 40.00
6-inch pots, dozen, $12.00; per 100.... 90.00

**NEPHROLEPIS NORWOOD**

The most beautiful form of Nephrolepis to date; graceful, compact and symmetrical, a vigorous, healthy grower. All growers are invited to inspect it at our Norwood Station greenhouses. Strong plants are offered:
2¼-inch pots, dozen, $3.00; per 100, $12.00; per 1,000 ..... $100.00
4-inch pots, dozen, $6.00; per 100.... 45.00
6-inch pots, dozen ..... 12.00
Orders filled strictly in rotation.

## PALMS

**ARECA LUTESCENS**

Perfect plants with rich, dark green foliage. Our stock is grown cool and hard. It is in splendid condition and will surely give satisfaction. Large sizes are very scarce this year. We have the largest stock in all sizes in the country.
7-inch pots, made up, each, $5.00 and $6.00
8-inch pots, made up, each ..... 10.00
10-inch pots, made up, 5½ to 6 feet tall, each ..... $12.50 and 15.00
13-inch tubs, each ..... 25.00

**PHOENIX ROEBELENII**

Very scarce. Fine for growing on.
4-inch pots, dozen ..... $15.00
6-inch pots, dozen ..... 24.00

**COMBINATION BASKETS**

Fancy baskets filled with the brightest colored foliage, Dracaenas, Crotons, Pandanus, Arecas, Ferns, etc. Sure Christmas sellers. $5.00, $6.00, $7.50 and $10.00 each.

**ADIANTUM LEMKESII Improved Gloriosa**

4-inch pots, dozen, $10.00; per 100 ..$75.00

**FICUS REPENS (trailing)**

Excellent plant for combination baskets.
2½ inch pots, per 100 ..... $15.00
4-inch pots, heavy, long vines, dozen, $6.00; per 100 ..... 45.00

**ENGLISH IVIES**

Small leaf variety. Excellent for made up baskets or trellis work.
4-inch pots, 3 plants, per 100 .....$30.00

**PANDANUS VEITCHII**

Well colored plants.
4-inch pots, dozen, $12.00; per 100 .. $90.00
5½-inch pots, dozen ..... 18.00
6-inch pots, dozen ..... $24.00 and 30.00
7-inch pots, each ..... 4.00
8-inch pots, each ..... 5.00

# ROBERT CRAIG COMPANY, NORWOOD, PA.

# HORTICULTURE

**December 10, 1922**


Our large stock of trees and shrubs enables us to furnish strong vigorous plants in large as well as small sizes that will transplant readily. Visit our nurseries and see the stock we offer.

## The Bay State Nurseries

**W. H. WYMAN & SON**

North Abington, Mass.

Price list free

Telephone Rockland 26

## For Christmas Cheer

Flowers! They represent the poetry of our human souls; the fragrance and beauty of our most exalted sentiments, and are therefore the best medium for real Christmas Celebration. Let this thought be in the forefront in all your sayings and doings for the great holiday. And, remember, also, that for "the best at the lowest" in all departments:—Cut Flowers, Greens, Ribbons, Baskets and Supplies—the Pennock Company are headquarters. Send for price list.

S. S. PENNOCK COMPANY

The Wholesale Florists of Philadelphia

NEW YORK 117 W. 28th St. PHILADELPHIA 1608-1620 Ludlow St. BALTIMORE Franklin & St. Paul Sts.

WASHINGTON, 1216 H St., N. W.

## FERNS

**We wish to call particular attention to our fine stock of Ferns which we are offering at this time:**

**NEPHROLEPIS VICTORIA (The Victory Fern).** A beautiful crested form of Teddy, Jr., nice plants, 3½-inch pots, 35c.

**NEPHROLEPIS ELEGANTISSIMA.** Nice plants, 6-inch, 75c and $1.00 each; 8-inch, $2.00 each; 10-inch, $3.00 to $4.00 each.

**NEPHROLEPIS ELEGANTISSIMA COMPACTA.** 3½-inch, 35c and 50c each; nice plants, 6-inch, 75c and $1.00 each; 8-inch, $2.00 each; 10-inch $3.00 to $4.00 each.

**NEPHROLEPIS MUSCOSA.** 3½-inch, 35c and 50c each; 5-inch, 75c each; 6-inch, $1.00 each.

**NEPHROLEPIS DWARF BOSTON.** 6-inch, 75c each; 8-inch, $2.00 each.

**Packing added extra at cost.**

### Winter-Flowering Roses

We are in a position now to book orders for Own Root and Grafted Roses for early spring delivery. Let us have your order now so that the stock can be reserved for you and shipped as soon as ready. Prices on application.

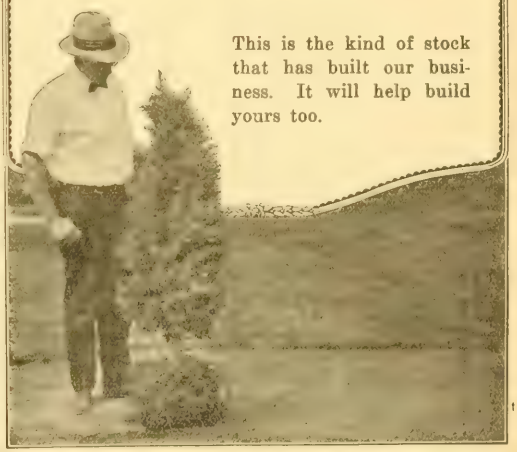
F. R. PIERSON, Tarrytown, N.Y.

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WYMAN'S

Framingham Nurseries

FRAMINGHAM, MASSACHUSETTS



This is the kind of stock that has built our business. It will help build yours too.

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that the HOUSE OF QUALITY has an EXCELLENT ASSORTMENT of CHOICE EVERGREENS, ORNAMENTAL SHADE TREES and FLOWERING SHRUBS. ALL of SPECIMEN QUALITY with NICE SHAPELY TOPS and WONDERFUL ROOT SYSTEMS. VISIT US and BE CONVINCED.

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Is the best book for practical florists ever written.

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About every plant you grow.

It is full of helpful pictures illustrating good plants and good plant houses. It is equally valuable for the beginner or the old-timer.

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**Horticulture Publishing Co.**
Boston, Mass.


## F. T. D. MEETINGS

Mr. J. F. Ammann, field manager of the F. T. D., is on the move most of the time. Meetings have recently been held in Wichita, Kans, Terre Haute, Ind., and Decatur, Ill., for organizing district units. There will be a lull until after the holidays no doubt. Then there will be a long succession of meetings, beginning with one at Cincinnati, Ohio, on January 31. Mr. Ammann's itinerary from then on will be Pittsburgh, Harrisburg, Reading, Scranton, Baltimore, Philadelphia, New York, Hartford, Providence, Boston, Worcester, Albany, Syracuse, Toronto, Buffalo, Erie, Cleveland, Toledo and Detroit.


# Evergreens

**For All Purposes**

SUCH AS

Mugho Pine; Hovey's, Globe, Golden, Variegated, Pyramidal and Tom Thumb Arborvitae; Junipers; Japanese Cypress; Spruces; Firs and Pines.

Visit our nurseries or send for price list of everything for garden and landscape planting.

**NEW ENGLAND NURSERIES**

**BEDFORD, MASS.**


## HEAVY ORCHID LOSS

**Disastrous Fire at the Greenhouses of George E. Baldwin & Co.**

Fire a few days ago destroyed five buildings and damaged seven others at the greenhouse plant of George E. Baldwin & Co., in Mamaroneck, N. Y., doing damage which has been estimated roughly at $50,000. Many valuable plants that were taken out of the houses to escape the fire were later ruined by the cold. The flames were first discovered in the potting sheds and soon spread to the adjoining greenhouses and the shipping house. The damage was particularly heavy in the seedling house, where a great many young plants were being grown. Mr. Baldwin is one of the best known orchid growers in the country, and has received many expressions of regret from members of the trade at his loss.

## JAMAICA FLORAL CO.

The Jamaica Floral Co., which recently moved to a new location at 750A Center St., Jamaica Plain, now has a large and well appointed store. When the decorations have been completed all the inside woodwork will be white. The ice chest has been set flush into the rear wall of the store where it looks particularly well. Morris Rosen, the proprietor, has now been in business for 28 years, and is widely known. Mr. Rosen has the reputation of being a particularly good salesman, with a natural understanding of how to handle customers. He has been fortunate in keeping the same telephone number, Jamaica 398, that he had in the old store.

Members of the trade everywhere are filled with great regret at the passing of Eugene J. G. Dailledouze, of Brooklyn, N. Y. Mr. Dailledouze was a famous grower and was for many years associated with the New York Cut Flower Co. He was especially interested in carnations and roses, and was a member of many societies.


**"The Laws of Hybridizing"**

**DISCOVERED BY RICHARD DIENER**

A discovery of tremendous importance to everyone interested in plant-breeding and plant life. Any form and size of flowers, fruits and grains can be obtained by application of these laws in the quickest possible way. They are the first workable laws ever discovered in plant and animal-breeding. Included is an explanation of What Plant Life is; Animal Life in Relation to Plant Life; What Plant Sports Are, and other valuable information. A pamphlet of sixteen pages, elegantly printed and illustrated.

**PRICE, $5.00**

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# -HORTICULTURE-

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Vol. XXXVI DECEMBER 10, 1922 No. 11

## THE TALK OF THE TRADE

This season has been an unusual one for the 'mum market. The early 'mums were late, running very close to the mid-season, and mid-season 'mums seem to have traveled fairly true to form, but the late 'mums for some unaccountable reason came in early with the result that there was a heavy over-supply during the mid-season with a short crop and high prices at Thanksgiving.

I saw Bonnaffon in a number of places being cut as early as October 15 and many places were cleaned out by the 10th of November. Here and there I find a grower who has made a study of selecting Bonnaffon, and has some that come in early for him through selection ,and some which come in very late. Edward J. Taylor, of Greens Farms, Conn., for instance, has later Bonnaffon than the average, and I believe he profited by it this year.

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It is doubtful if there has ever been a season, with the exception of the influenza year, when carnations have averaged right through a higher price than this season. The cut has been certainly up to average in quantity and not by any means below average in quality. In fact, I think there are as fine carnations around at this season as we have ever seen, but with all the good supply the price has held up will.

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W. T. Walke of Salem, Mass., has again shown himself a past master in the art of growing poinsettias. This plant on the average is not so well finished this year as it has been some previous years, probably due to the unusual weather conditions through this fall, but I think Mr. Walke has his stock as good as anyone can have it. You can always be sure of finding one crop at least in fine shape when you call at his place at this time of the year, and it is worth going out to see.

Gibbs Brothers, of Lynn, Mass., have a house of Melior begonia in excellent shape. They appear to me to be finished just about perfect for Christmas sales, and there will be no doubt about that house being cleaned out, and at the full market price.

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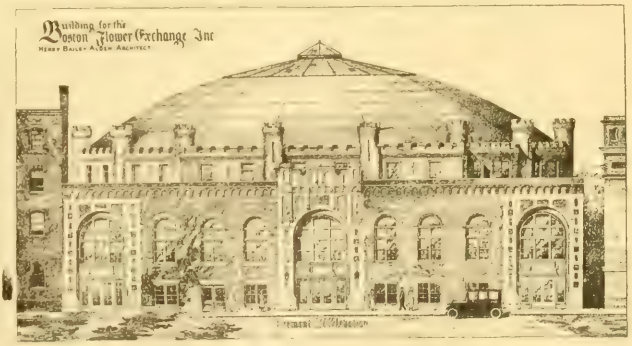
In view of the interest being shown by florists in evergreens, I was much pleased with a group seen at the Park Street store of Thos. F. Galvin, Inc., a few days ago. The big round window which is the most decorative feature of this store had been completely filled with specimens of young junipers, arranged in circles according to height, with a splendid specimen of the Polish juniper in the center. The other specimens were Hibernica and the Swedish juniper. The display was one which attracted no little attention, and has resulted, I understand, in numerous sales, the decorative value of these young evergreens being called to the attention of many people for the first time.

Besides the junipers shown in the windows, the boxes in front of the store were filled with specimens of Juniperus spicata, a dwarf species which is unusually hardy and therefore one of the best to use in outside boxes, keeping in good condition throughout the winter. I understand that these evergreens came from the Framingham Nurseries, of which Richard Wyman is the genial and enterprising proprietor.

I understand also that the Galvin Co. has been making large use of small evergreens for the past two years, both in their decorative work and in their selling. There is no doubt of the fact that there is a bright future along this line, and that nurserymen and florists alike are to benefit by the growing popularity of evergreen trees in tubs and boxes.

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On a recent call at the Hall & Robinson store in Montreal I was much pleased to meet Mr. George D. Reid. Mr. Reid, as will be remembered by many florists in the States, was formerly with E. Weinhoeber & Co. of Chicago. While in the Windy City he made a great many friends, some of whom are always dropping in upon him at his new place of business. Mr. Reid has bought out the Hall & Robinson store on St. Catherine street, and has made it a very up-to-date establishment, where he is doing a flourishing business. Needless to say, callers from across the line are always welcome.




Architects' Sketch of the New Boston Flower Market

It is seldom that a good grower of cyclamens has any surplus plants left at the end of the holiday season. The demand is growing greater every year and first class plants bring a premium. A week or two ago the Wollrath Brothers of Waltham, near Boston, had disposed of 11,000 plants, with the balance of their stock practically spoken for. These boys are very much alive and always willing to fill an order, even though it entails considerable extra effort on their part. Not long ago one of them drove his truck 331 miles to Saranac Lake in New York State, to make a delivery to P. H. Ryan, wwho wanted a big lot of cyclamens and begonias in a hurry, and wanted them from the the Wollraths because he knew the quality of their goods. It was only four degrees above zero when Saranac Lake was reached, with two inches of snow on the ground. Nevertheless, Mr. Wollrath says he enjoyed the trip in spite of the fast time he had to make.

Speaking of the willingness on the part of a florist to go out of his way to please his customers, I am reminded of the unusual position taken by Thomas F. Galvin, Jr., of Boston. Mr. Galvin, who is developing a unique line of trade at his store in Winthrop Square, advertises that he is ready to fill orders at any time, night or day, Sundays and holidays included. Now, there are many florists who refuse to fill orders after they have closed their stores, and mighty few who are willing, like Mr. Galvin, to get up at 3 o'clock in the morning if necessary, go down to the store and make up a funeral piece for immediate delivery. Mr. Galvin did just that thing a few days ago and thereby won the lasting gratitude of at least one customer.

Mr. Galvin says the telephone is always jangling at his home, but that he never fails in doing his best to meet a customer's wants, even though he has to leave the easy chair in front of the open fire on a blustering winter night to do so.

Doubtless there are florists in plenty who will say that Mr. Galvin is foolish to coddle his customers in this way, but, after all, when a young man starts out to build up a business of his own, there's nothing like service to help him win out.

I have seen many windows which were a great credit to the florists who decorated them, but never a pair of windows which, all things considered, have equalled those in the Lane store at Hartford, Ct., on the occasion of the Harvard-Yale football game. There was no straining for effects, and no unnecessary lavishness, but the quiet charm of the window was seen in the exclamations of surprise and delight on the part of passersby. One window, of course, was given over to Harvard, with Harvard chrysanthemums of immense size as the crowning feature. The other window was blue, in honor of Yale, and adorned mostly with violets and white mums. As a matter of fact, all the leading florists in Hartford outdid themselves on this occasion. Spear & McManus, Coombs and Mackay had windows which I viewed with special pleasure. Doubtless, too, there were other florists whose places I missed.

The Hartford dealers are fortunate in having a clientele which will buy flowers of the highest grade, and also in having a source of supply in the A. N. Pierson establishment at Cromwell, where they can find some of the finest chrysanthemum blooms grown in America. As a matter of fact, I have seldom seen even in a show Chrysanthemums which, for size, texture and hardness, equalled those from the Cromwell greenhouses.

Barrow, the Florist, of Meriden, Ct., uses the want columns in the local newspapers from time to time. This is a plan which florists as a rule have not tried out, but Mr. Barrow reports that it works well, especially for selling bulbs and stock of that character.

The merits of the new rose, Commonwealth, seem to have been definitely established. They have made good wherever they are grown, and are now being pushed hard by A. N. Pierson, Inc., of Cromwell, Ct., which is sending out some exceedingly attractive circulars showing two different views of the rose itself. Commonwealth is a seedling raised by the Montgomery Company, of Hadley, Mass., with Ophelia and a Montgomery seedling as its parents. Its color is best described as deep pink, but it is several shades darker than Premier, and with a livelier color. It breaks freely from the bottom, and from the hard wood, and makes strong, vigorous plants, with foliage not easily affected by mildew or spot. It is well for growers to bear in mind that the wood is somewhat harder than that of many commercial roses, and that a few extra degrees of temperature will be required during the short days of winter.

The Pierson people say that while Commonwealth is good in winter, it is the best rose they have ever grown in summer. Fifteen thousand plants have been set out at Cromwell, 15,000 at Hadley, in addition to which a large number of plants have been distribu ted among growers throughout the country, who have been requested to give an honest and unbiased verdict. So far as reports have come to us at the present time, this verdict will be decidedly to the advantage of the rose.

## ALLIANCE DISBANDS

### Florists' Co-operative Organization In Boston Ends Its Career

The New England Florists' Alliance, composed mostly of florists in and around Boston, has disbanded. This action was taken at a well attended meeting held at the Parker House last Thursday night, with President Charles Boyle in the chair. After canvassing the whole situation it was decided that the support given the Alliance did not warrant its continuance. While about 85 contributors were signed up at the beginning, a large percentage withdrew in the first two months, and it has been difficult to collect from some of the others.

The New England Florists' Alliance was formed about a year ago, after a meeting in which Fred Asmus of Chicago and J. F. Ammann were present. Eugene J. Naukam, of Buffalo, was secured as the first secretary, but left early in the summer to accept a better position. Maj. Moyse has been acting as secretary since that time, giving what attention he could to the work in addition to his duties as a member of the State Legislature, to which he has just been re-elected for a two year term.

## GORNEY IMPROVEMENTS

Houghton-Gorney have just installed an Audriffen refrigerating apparatus which is working very nicely. Mr. Gorney says that he gave six months to an investigation of the different systems and finally selected this as the best adapted to his needs. It is economical to operate and is practically noiseless, and keeps his chest at the desired temperature with a few hours' operation in the morning and afternoon. It is not run at all at night, but the chest is plenty cool enough when morning comes. Mr. Gorney has also installed a Burroughs Bookkeeping Machine, which is a remarkably ingenious device and makes for absolute accuracy in the keeping of the firm's books.

# MARKET MATTERS EXPLAINED

## Important Meeting of the Growers Association Held in Boston—Pierson and Henshaw Guests

Many important matters in relation to the operation of the new market-house in Boston were explained at a largely attended meeting of the Growers' Association held at the Parker House last Thursday night, and preceded by a dinner at which Mr. Wallace Pierson and Mr. A. M. Henshaw of New York were guests.

President Sam Goddard was in the chair and called upon Mr. E. C. Stickel, and Allan Peirce to explain the arrangement of the new florists' market in the old Cyclorama Building on Tremont St., now being remodeled, and the methods by which the market is to be handled. Pictures were passed around showing the building as it will look when the work of reconstruction has been completed.

Mr. Stickel said that the plan of the committee was a progressive one, allowing for the addition of another story on the front of the building and the erection of a new building on the Warren Ave. side which would yield a floor area totaling 29,000 feet.

He said that the floors of the building were remarkably substantial, being made of reinforced concrete, with vitrified brick set on end on top. This floor is absolutely sanitary and of course waterproof. It would cost a fortune to build such a floor today, the bricks alone being worth five cents apiece. The ventilation, he explained, is accomplished by 40 adjustable windows along the top of the building. The main room is now square, and is lighted remarkably well by a huge skylight of reinforced glass, which will practically do away with the use of electric lights.

### Loading Facilities

On the Warren Ave. side there will be parking space and in addition a long platform, with a ramp leading to double doors in the marketplace. By this means boxes can be loaded and unloaded quickly and with a minimum amount of handling. There will also be an abundance of parking space on Montgomery Square and in adjoining streets. A large hallway in one corner of the building has just been discovered, which will serve admirably for a restaurant if one is decided upon.

Mr. Stickel said that it was hoped that $25,000 more would be subscribed, and the subscriptions have been left open until January 15, the purpose being to allow any grower who is interested to become a shareholder. It is preferred to raise the money in this way rather than to borrow it, as the investment is bound to pay well. The rental of the basement to the Henry M. Robinson Co. as well as that of booths and stalls will bring in a handsome revenue. In answer to a question Mr. Stickel said that the stockholders would be confined exclusively to growers.

### Rent of Stalls

Mr. Peirce said that the stalls in the new market would contain 16 square feet, being larger than those in the present market. There will be some large stalls for which higher rent will be charged than for the others.

All the stalls will be sold at auction in order to give a square deal, and the premiums will be divided into 12 equal payments and added to the rent. The rent includes merely the floor space and bare stalls without any fittings. The tables will be flat without any shelves, giving an uninterrupted view across the room. A cold storage plant is to be installed, the cost of which will be charged pro rata to each man in the market, being added to the rent. This will be not less than 50 cents a month.

Mr. Peirce detailed the rental arrangement by saying that growers having 25,000 square feet or under would be charged for one stall. If they have up to 50,000 square feet, they will be charged for two stalls. If up to 75,000 square feet, for three stalls, and up to 100,000 square feet, four stalls. Doubling up in one stall will not be permitted.

### The Side Booths

In addition to the regular stalls in the middle of the room, there will be a series of large stalls or booths around the sides for which a lump sum will be charged as an equitable rate to correspond to the charges for the smaller stalls.

Edward Wood of Lexington was called upon, he having had much to do with making arrangements for the new market. He expressed the committee's appreciation for the help given by florists owning automobiles, and spoke particularly of Mr. Comley's assistance in getting possession of the building.

Pres. Goddard stated that the meeting next month would be the annual meeting, and on vote of the members appointed a nominating committee to bring in a list of officers.

## SEEDSMEN MEET

### New England Association Discusses Corn Borer

Damage done by the European corn borer received much attention at the annual meeting of the New England Seedmen's Association held at the Parker House in Boston last Tuesday. Commissioner Gilbert of the State Board of Agriculture described the spread of this pest and warned the seedsmen that vigorous measures were necessary. He hoped that they would work for an increased appropriation from the states and the Federal government.

Pres. Alexander Forbes of the American Seed Trade Association was present and received a hearty greeting. He spoke of seed conditions, saying that market growers were demanding a higher grade of seeds and were willing to pay more for them. Quality is to be the watchword from now on. Mr. Forbes said parsnip seeds were very short. Field corn also is likely to be rather scarce and high. Grass seeds are about normal except some of the foreign seeds which are very short. Creeping Bent and similar grasses are especially short.



Alexander Forbes

The election of officers resulted as follows:

President, Willis S. Pino, Providence; vice president, A. P. Dewar, Boston; secretary and treasurer, Peter Miller, Boston; executive committee, George S. Wiliams, Providence; Everett P. Jones, Hartford; D. W. Webber, Lewiston.

Twenty-seven members were present, coming from all parts of New England.

# CARNATIONS

**Eldora**
New pink and white variegated Carnation
$15.00 per 100, $125.00 per 1000
250 at 1000 rate

**Improved Ward**
(Strout)
Big improvement of Ward
$12.00 per 100, $100.00 per 1000
250 at 1000 rate

**White Delight**
$12.00 per 100, $100.00 per 1000
250 at 1000 rate

**Maine Sunshine**
Yellow
$15.00 per 100, $125.00 per 1000
250 at 1000 rate

**Lassie**
Dark Pink
$10.00 per 100, $75.00 per 1000
250 at 1000 rate

Prices of Standard Varieties on application

**WILLIAM SIM**
**CLIFTONDALE, MASS.**


## HARTFORD CONVENTION

### Wallace Pierson Tells Boston Growers Of Plans

At the growers' meeting at the Parker House in Boston last Thursday evening, Wallace Pierson, vice president of the S. A. F., detailed some of the plans for the convention to be held in Hartford next August. He said it was to be an "All New England" convention and he wanted the cooperation of Boston. He hoped the Boston florists would undertake to provide the bowling prizes; the New York florists were being asked for the women's prizes. Mr. Pierson said that without any doubt the armory would be available and that the hotels had promised ample reservations. Garage accommodations for 500 cars will be provided. Bowling alleys and everything else needed to make the convention a success will be ready. The Hartford florists have subscribed $2,000 for entertainment features.


**New Pink Carnation for 1923**

# MY WELCOME

The ideal commercial sort, possessing a beautiful shade of pink (not salmon); much deeper in color and a better grower than Enchantress, from which it sported. MY WELCOME is unequaled for productiveness and free from splits. Was awarded a Certificate of Merit, with a score of 90 points, by the New York Florists' Club.

ROOTED CUTTINGS, $12.00 PER 100; $100.00 PER 1000
Deliveries beginning December and filled in rotation

**HENRY HESSION**
Linden Avenue and East 49th Street BROOKLYN, NEW YORK


## RECORD OF 50 YEARS

### Prof. Sargent Tells What Has Been Done by the Arnold Arboretum

From the Arnold Arboretum in Jamaica Plain, near Boston, has just come a pamphlet of the greatest interest to botanists, horticulturists and plant lovers the world around. It is a record of the first 50 years of the Arboretum, and is issued in view of the fact that the first half century of the institution's existence has just been completed. The pamphlet was written by Prof. C. S. Sargent, the first and only director of the Arboretum, and gives a full account of the way in which it had its beginning.

There are now growing in the Arboretum between 5000 and 6000 species and varieties of trees and shrubs, and in his pamphlet Professor Sargent gives a complete list of the families and genera. In addition he has compiled a list of all the new plants introduced by the institution, a list which covers 19 pages of closely set type.

Professor Sargent emphasizes in this connection an agreement made between the college and the Arnold trustees to search out and to grow all the trees, shrubs and other plants which will endure the climate of New England. He points out that for more than 40 years continuous efforts have been made to live up to this contract. He says, however, that in spite of mnay thousands of new plants already introduced, there are still regions yet to be explored, containing, no doubt, many trees and plants still unknown in New England.

So far representatives of the Arboretum have visited every country in Europe, the Caucasus, eastern Siberia and Korea, and have studied every species of tree growing in the Japanese Empire from Sakhalin to the mountains of Formosa. They have visited the Malay Peninsula, Java, the Himalayas, the high mountains of Africa, Australia, Mexico, Peru and Chile and the Faulkner Islands.

The exploration of the tropical forests of the world will require perhaps a century and a large expenditure of money to accomplish. It is work that this Arboretum should begin and steadily push forward.

The Library of the Arboretum now contains 35,500 bound volumes and 8000 pamphlets and its collection of photographs now contains 9600 pictures of trees and shrubs, types of vegetation, gardens and scenery.

## *REMOVAL NOTICE*

**After January 1, 1923, we will be located at our**

**New Quarters: 541 Tremont Street**

We shall occupy one entire floor, which extends over an area of one half acre. While our service in the past has been unequalled our new facilities will permit us to increase our efficiency in every respect. We shall be enabled to carry a larger stock of florist supplies, and a greater variety. We shall continue to carry the highest grade of cut flowers procurable, and you will find that our service is unsurpassed.

# Henry M. Robinson & Co., Inc.

Our Telephone Number Will Be **Beach 8870** **Boston, Mass.**


The Arboretum needs a department for the breeding of new races of plants. Plant breeders from all parts of the country send to it for the material needed in their work, but this work can best be done here.

In closing, Professor Sargent says: "A rose garden and a rock garden, if planned comprehensively, would add much to the horticultural value of the Arboretum, and bring many visitors to it. Only a larger endowment is needed to make possible these Arboretum activities and extensions."

W. D. Howard, the well known carnation grower of Milford, Mass., has been enjoying a trip to New York, spending some time with Herman Weiss, who is handling most of the carnations from the Howard range. Mr. Howard also visited the carnation growers at Blue Point, Long Island.




Fasten It With
**The Bull Dog Clip**
The Florists' Friend
FRITZ-TABER MFG. CO.
Sole Makers
Reg. U. S. Pat. Off. New Bedford, Mass.


### NEW BOILERS FOR DAWSON

William A. Dawson, the well known florist of Willimantic, Ct., has been greatly improving his plant this fall. He has installed two new boilers which are housed in a new building 32x22 feet. Another new building just erected will be used as a storage house, and will accommodate Mr. Dawson's delivery cars. It has been necessary to change the pipes in all of the greenhouses so that they will pitch the other way to conform with the new location of the boilers. Mr. Dawson does a big retail business and grows about everything except roses and orchids.

### WELL KNOWN FLORIST DEAD

There are many florists in New England who will learn with deep regret of the death of John Greenman, which occurred recently at his home in the country of Latvia in Europe. Until about two years ago Mr. Greenman was foreman for Wollrath & Sons, where he made a wide circle of acquaintances. He was generally considered one of the best growers that ever worked in New England, and the Wollraths were very sorry to lose him when he decided to go back to his native land and engage in business for himself. Mr. Greenman was 40 years old and leaves a widow.

### NEW PLANTINGS AT BRONX GARDENS

The rose beds at Bronx Park Botanical Garden, New York, are being replanted largely with the aid of Bobbink & Atkins, of Rutherford, N. J., who have contributed more than 2000 plants from their nurseries. These are mostly hybrid teas, and will be used to stock a dozen new beds, as well as replenishing old collections.

The lilac collection is also being improved through the aid of Theodore A. Havemeyer, who has contributed 150 plants from his nursery at Glenhead, L. I.

A new rock garden is being constructed near the entrance on the southern boulevard, using several hundred plants collected by Dr. A. B. Southworth and others, or raised from seed. A collection of plants has also been contributed by Clarence Lown of Poughkeepsie.

## OUR CHRISTMAS SPECIALTIES

Our eight page price list, containing the season's offerings in Greens, Wreaths, Christmas Ribbons and Seasonable Specialties, has been mailed. If you have not received a copy write us at once, and be up to date on all the latest and best. Among the items listed are:

**HOLLY WREATHS, MISTLETOE, LAUREL, RETINOSPERA, BOXWOOD, MAGNOLIA, HEMLOCK, ENGLISH IVY, ROPING, MEXICAN IVY, PINE CONES, IMMORTELLES, POINSETTIAS, RED FRIEZE, RED RIBBONS, GREEN MATS and other timely suggestions for the Holidays.**



**S. S. PENNOCK COMPANY**

THE WHOLESALE FLORISTS OF PHILADELPHIA

NEW YORK PHILADELPHIA BALTIMORE
117 West 28th St. 1608-1620 Ludlow St. Franklin, St. Paul Sts.
WASHINGTON 1216 H St.


### NATIONAL ASSOCIATION OF GARDENERS

The following are new members of the National Association of Gardeners:

Charles C. Case, Lake Forest, Ill.; Roy H. Caverly, Lowell, Mass.; Walter Hunt, Somerville, N. J.; C. M. Wagner, Baltimore, Md.; Sidney C. Abraham, Prides Crossing, Mass.; Neil McCallum, Pittsburgh, Pa.; William G. Williamson, Locust Valley, L. I.; John Cotterton, Elberton, N. J.; George Harbison, West Somerville, Mass.; John Costoff, Sharpsburg, Pa.; Joseph Reardon, Cambridge, Mass.; Donald Crighton, Ipswich, Mass.; James E. Bond, South Lancaster, Mass.; Arthur Gates, Purchase, N. Y.; J. D. George, Beverly, Mass.; Thomas J. Murphy, Chestnut Hill, Mass.; Niels G. Erickson, Magnolia, Mass.; W. D. Johnson, Nahant, Mass.; Edward W. Newman, Wollaston, Mass.; Alexander Taylor, Readville, Mass.; A. Atkinson, Whitestone, L. I.; Charles W. Smith, Harrison, N. Y.; Olaf Drewes, Boston, Mass.; James MacDonald, Tarrytown, N. Y.; John McIntyre, Garrison, N. Y.; Joseph Sewall, Mt. Kisco, N. Y.; Edgar Caddick, Wellesley Hills, Mass.; Donald Campbell, New York, N. Y.; Henry T. Raymond, Saxonville, Mass.; William H. Smith, Beverly, Mass.

New Associate Members are George Cruikshank, Boston; Lindsey B. White, Boston; George Strange, Rye, N. Y.; John H. Troy, New Rochelle, N. Y.

### NEW ENGLAND

At a recent style show in Clinton, Mass., the Sawyer greenhouses had a display which attracted much attention. On a background of green, the numerals 1891-1922, representing the period during which the firm has been in business, were formed by pink carnations. Above this display was an electrically lighted sign reading, "Say It With Flowers." Baskets filled with cut flowers and a large variety of potted plants were also used to beautify the booth.

In the case of Herbert V. Sowle, of New Bedford, Mass., who petitioned the court for an injunction to restrain his brother and nephew from engaging in the business of buying and selling cut flowers as the Sowle Floral Company, the Master decided in favor of the defendants, saying in his opinion they had taken every precaution to avoid having their business mistaken for that of the plaintiff, who had for many years made use of the trade name, Sowle, The Florist.

The Flower Emporium, of Pittsfield, Mass., managed by David Hickey, has moved its store, now being located in the new Y. M. C. A. Building. The Flower Emporium has built up an excellent trade, and has a very attractive store in its new location.

An extensive piece of work is being done in the Greenlaw Cemetery in Salem, Mass., in repairing the glass roof of the conservatory. The entire roof is being taken off in sections and reconstructed, and the work is being done without removing the plants. Lond & Burnham have the contract.

Miss Bertha Lougee, the well known florist of Portland, Me., was recently married to Mr. U. E. Carter, but will continue her store as in the past.

### NEWS NOTES

Mr. A. Jablonsky, of Olivette, Mo., who is putting out the new carnation Betty Jane, writes that so far he has had all the orders that he can fill. This carnation has been shown in several places, and apparently the trade thinks well of it.

The Unadilla Nursery, of Binghamton, N. Y., has employed C. A. Jackson, a landscape gardener, to represent it, and Mr. Jackson has been urging fall planting of trees and shrubs in the local papers, which has proved good publicity.

A memorial highway being built in Kansas will be lined on each side with flowering plants covering a wide range. The Boy Scouts of the state are to plant the seeds, and preference will be given to those kinds which are perennial or reseed themselves.

C. K. Peterson, of Long Island, has purchased the greenhouse business of John C. Robinson, of Ballston Spa, N. Y., Mr. Peterson is a graduate of the Denmark Horticultural College, and has had wide experience. He will carry on the business under the name of the Park Place Greenhouses.


## Surplus Bulb Offer

| | |
|---|---|
| Early Tulips for Forcing in White, Pink, and Yellow, per 100 | $2.00 |
| Cottage Tulips for bedding, per 100 | 1.80 |
| Mixed Tulips, per 100 | 1.50 |
| Darwin Tulips in separate colors, per 100 | 2.20 |
| Mixed Darwins, per 100 | 1.80 |

**DAMEN & TROMP**

**80 Patton Street** **Springfield, Mass.**

## NATIVE BERRIES

At Christmas time we seek the bright red berries of the mitchella repens or partridge vine in our woods, also the ilex glabra or winterberry to mix with our Christmas greens. We plant shrubs which bear berries which attract the birds to our homes and brighten our winter landscape. Yet how many native, edible berries we have which the Indians may have enjoyed, but to which we have paid little attention.

On walks around Lake Sunapee, New Hampshire, I have enjoyed the sugar plums or fruit of the amelanchier, Juneberry or shad-bush, the last named coming from the early blossoming of this bush when the shad are swimming up the river. The checkerberries are used, for we get their flavor in our candies. The cultivation of the cranberry and blueberry are now large industries, yet how often we hear the blueberry vaccinium confused with the huckleberry, gaylussacia, although they are quite different in their form. The huckleberry has a core like a rose or apple, or as Bailey's cyclopedia states, a ten-celled ovary.

The cultivation of the blueberry and huckleberry would probably be much the same, as they both like a peaty, acid soil. So encourage an interest in the cultivation of both these berries. Hillcrest Gardens, through the Massachusetts Horticultural Society, is offering prizes at next summer's exhibitions for both blueberries and huckleberries. The prizes for blueberries have been offered for a number of years and have twice been awarded, once for berries grown in open cultivation to Mr. C. H. Chamberlain of Natick, and once to Mr. Albert C. Burrage for large blueberries grown under glass.

These prizes are offered with the hope of increasing an interest in our native berries.

M. R. CASE.

Hillcrest Gardens, Weston.
December 3, 1922.

## GARDEN PHOTOGRAPHS

A feature of the Pennsylvania Horticultural Society Flower Show was an exhibition of photographs by the Society of Little Gardens. Twelve states had been given prizes or had had their photographs accepted by the Society for exhibition at this show. The first prize of $50 was awarded to Miss Florence M. Underwood, of Lake Forest, Ill., for the best development of a small garden. Special prize in this class, $20, went to Miss Bertha Slingluff Harry of Norristown, Pa. Mrs. Rademachey Pickenbach, of West Orange, N. J., received $15.00 for the photograph of a fountain artistically placed among woodland plants; and Messrs. Kirkhuff and School, Santa Barbara, Cal., received a prize of $15 for two separate photographs of city house fronts. Mrs. Benjamin Bullock, of Ardmore, Pa., received favorable mention, and Mrs. George Ogden Summers, of Oak Lane Park, Pa., had her photographs accepted.

## BRONZE TREE LABELS

Blanche C. Howlett has called attention to an unusually artistic label that has been used by Col. Clarence C. Sherrill to mark the trees in the parks of Washington, D. C. The label is made of bronze, with raised lettering, showing the common and botanical names. The first tree was labeled the past season, and was a large elm in Lafayette Park.



King
GREENHOUSES
THE SURE WAY TO BIGGER PROFIT

When a florist places his order for a King you can be sure that he, like hundreds of other King owners, is on the right track for bigger profit.

King greenhouses grow a larger percentage of firsts than other makes of houses and they cost less to operate. One grower tells us that his King greenhouses go a long way in producing the high grade stock he is sending out. Another florist says that the amount of coal used during a severe winter was less than we said it would be in an ordinary winter.

The quality of material and workmanship is the best and can be translated into one word—strength. A grower wrote us saying that in a severe sleet storm "we had considerable ice and snow on the houses but your construction stood the strain with no bad results whatever."

As for price and service read what this grower writes: "After comparing all propositions in regard to workmanship, service, details of construction and price, we were firmly convinced that your proposition was by far the best we had received and so placed the order with you."

*When you think of good greenhouses, think of KING*

**KING CONSTRUCTION COMPANY**

GENERAL OFFICES, NORTH TONAWANDA, N. Y.

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| Telephone | Telephone | Telephone | Telephone |
| Murray Hill 10050 | Spruce 6521 | Main 4399 | 4136 |

—HORTICULTURE—

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EDWARD I. FARRINGTON, Editor

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**SAYS SAM: Nature never intended an eight-hour day for florists.**

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**Costly Mums** Chrysanthemums were too high for the Thanksgiving trade. That is the general expression of opinion on the part of the retailers everywhere. Moreover, in many instances the quality was poor. Now it isn't so hard to get a long price for stock of the highest character, but it is not easy to get the public to pay heavily for stuff which they recognize as second grade. Moreover, the public has not been very much in a spending mood this season, and has shopped for flowers to a much greater extent than for several years. Of course the fact that Thanksgiving Day came so late as it did had something to do with the matter. It was difficult to have flowers of A1 quality in great numbers. Indeed, the likelihood of a shortage of first-class blooms was seen some weeks in advance.

The fact cannot be overlooked, however, that the price of mums was too high for the best interests of the trade, and that sales suffered as a result. Where it was possible to turn the customers to some other flower when objection was made to the high price of chrysanthemums, the florist got alone very well. In fact, some florists made a point of displaying potted plants, cyclamens in particular, in a prominent way, and sold them freely. As a matter of fact, the high price of cut flowers is often reflected in a bigger sale of potted blooms.

It is easy enough to find an explanation of a situation such as the one which existed this year, but, in spite of all explanations, the fact remains that the business as a whole is threatened by any tendency towards carrying prices so high that a natural reaction will be created, with the public inclined to stop buying altogether.

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**The Arnold Arboretum** People everywhere who are familiar with horticultural matters know something about the Arnold Arboretum, Boston's great museum of living trees and shrubs. Few, however, seem to realize the extent of the Arboretum's work in introducing new and rare plants from distant lands. The pamphlet epitomizing the first fifty years of the institution's activities which has just been issued by Prof. C. S. Sargent, and extracts from which appear on another page, is an eye-opener in this respect. The list of worth-while new trees and shrubs which appears in this pamphlet is of amazing length, and gives some idea of the vast amount of travel and unstinted effort on the part of the Arboretum's representatives which have made it possible to grow so many plant immigrants in New England.

It is noteworthy that at the end of half a century Prof. Sargent is looking forward as keenly as ever to new discoveries in the plant world, as well as to development of the Arboretum in other ways. It is characteristic of the man that he has always had a forward look, never being satisfied with what has been already accomplished.

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**The Bulb Situation** Mr. J. C. Vaughan, the veteran seedsman of Chicago, takes issue with a recent press bulletin from the Department of Agriculture at Washington in which the statement is made that good tulips can be grown here at a profit and are being raised in commercial quantities by several concerns. Mr. Vaughan declares that this statement is very misleading, that no commercial quantities of merchantable grade tulip bulbs have yet been produced in America and that the very small crops which have been grown are not sufficient to supply the autumn requirements of even one small jobber.

The truth is that the whole bulb situation is in a greatly disordered condition. Every little while reports drift in from some section that rapid progress is being made in the United States in the growing of bulbs, but when an investigation is made the number which can be obtained is found to be pitiably small in comparison with the trade's requirements.

Even the Dutch growers are having their difficulties. One of them declares that there will be a serious shortage next year, due largely to the ignorance of inexperienced growers who have permitted wide areas to become disease-ridden, with the result that large stocks of bulbs have had to be destroyed. This man predicts a special shortage in narcissi forcing varieties, hyacinths and Dutch iris. There is, however, from all reports, a large surplus of gladioli in Holland.

By the way, gladioli have been coming to the front as a commercial flower with remarkable rapidity. There have been predictions for several years that the business of growing "glads" would be overdone. Yet the point of saturation has not been reached as yet, although it is true that there was a glut of blooms in the great flower centers for a few weeks. The demand for corms still continues, but evidently the era of high prices is not yet over, A. E. Kunderd, of Goshen, Ind., being reported as asking $1000 a bulb for a liciniated type of gladiolus which he is introducing, but which will not be offered to the public before 1925.

# GRAFTED ROSES

It may seem early to talk roses for next spring, but we have been booking a lot of spring orders and you, who may be wanting a big lot early, may feel disappointed if we are not able to give you what you want when you want it.

Take up the question of spring requirements early!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


# FLOWERS FOR CUTTING

## The Best Varieties of Dahlias and Gladioli for the Use of Commercial Florists

Mr. I. S. Hendrickson, of the John Lewis Child Co., Flowerfield, L. I., has been making up some lists of dahlias, gladioli and other flowers which are particularly successful when grown in a commercial way. Mr. Hendrickson points out that the dahlia is the ideal fall flower, and that every florist should grow some roots to keep up a continual supply. Among the varieties which he recommends are the following:

A. D. Livoni—Delicate pink, well formed flowers with a long stem.

Countess of Lonsdale—A blending of salmon pink and amber.

Dorothy Peacock—The color is a clear live pink.

Elsie Burgess— Delicate white ground tipped and suffused with lavender and faint light pink.

Glory of Lyon—A very good large white.

Jack Rose—Brilliant crimson red.

Lucero—Its color is bronze buff with a carmine flush and a deeper tinted center.

Minnie Baxter—Color, a dark maroon almost black.

Perle De Lyon—Color, pure white.

Princess Juliana—Pure white flowers.

Sylvia—Deep pink tinting to flesh pink at center.

If fancy varieties are wanted in a limited way such as the following would be useful:

Attraction—Large flowers of a clear lilac-rose color.

Break O'Day—Color is a delicate clear sulphur yellow, shading to sulphur white at tips.

Contrast—Intense crimson scarlet, beautifully tipped pure white.

Diana—Crimson, violet reflected.

Extase—Color white, edged and suffused pure mauve.

F. W. Fellows—The color is orange or terra-cotta.

Gladys Sherwood—Color pure white.

Hochsai—Color a mixture of scarlet and gold.

Kalif—In color a pure scarlet.

Minnie Baxter—A dark maroon, almost black.

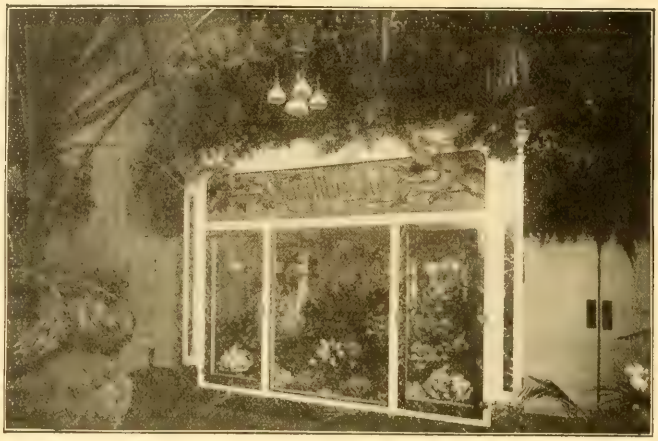
Sunkiss—A glowing rosy salmon, center petals a lively canary-yellow.

Tom Lundy—A deep crimson.

Mr. Hendrickson also recommends that florists who have a little land available grow gladioli because if they choose the right varieties they can have an abundance of flowers which are good for wedding and funeral work at a very low cost. Of course one of



New Hybrid Cactus Dahlia Sunkiss



Christmas Telegraph Orders

FOR KANSAS CITY

AND ALL POINTS WITHIN
REASONABLE DISTANCE

SAMUEL MURRAY

1017 Grand Avenue, Kansas City, Mo.

the principal advantages of the gladiolus lies in its long keeping qualities. The commercial varieties which he suggests are:

America—Flesh pink.

Attraction—Deep, dark rich crimson, with pure white center and throat.

Augusta—Lovely pure white with blue anthers.

Autumn Queen—Color cream yellow, upper petals suffused with peak blossom pink, lower petals striped carmine-red.

Chicago White—White with lavender markings.

Crystal White—White with faint markings.

Evelyn Kirtland—A beautiful shade of rosy-pink, darker at the edges, fading to shell-pink at the center with brilliant scarlet blotches on lower petals.

Fire King—Color intense fire-scarlet.

Halley—Delicate salmon-pink.

Mrs. F. Pendleton—A lovely flushed salmon pink with brilliant carmine, or deep blood-red blotches in the throat.

Niagara—Delicate cream.

Panama—A deep pink.

Schwaben—Delicate pale yellow, dark blotch in center.

Scribe—Color rose, tinted white, freely striped carmine.

Peace—Large white with faint blotches.

Some of the blue shades are very popular, as: Catherine, Rev. Ewbank, Mr. Mark, and Viola.

Mr. Hendrickson advises that gladiolus corms should be planted about four inches deep if the soil is heavy, and five or six inches if it is light, so that they will not blow over during the flowering season. If quantities are grown it is best to plant them in rows from 18 to 36 inches apart, depending upon whether they are to be cultivated by hand or with a horse. The bulbs should be planted in double rows about four inches apart each way. This makes them easy to cultivate and to cut.

## S. E. SPENCER, PRESIDENT

### Officers Elected by the New England Gladiolus Society

An adjourned annual meeting of the New England Gladiolus Society was held in Horticultural Hall, Boston, Nov. 18, being called to order at 2.50 by Vice President S. E. Spencer. F. O. Shepardson was elected secretary pro tem.

It was voted to adopt The Gladiolus Bulletin as the official organ. Messrs. Brown, Norley and Proctor were appointed as nominating committee.



S. E. Spencer
Newly Elected President of the New England Gladiolus Society

A. L. Stephen was given a vote of thanks for his very efficient work on the schedule and at the exhibition.

At the invitation of Mr. Spencer the meeting was addressed by Mr. Chamberlain, a past president of the American Gladiolus Society. Mr. Chamberlain's remarks were very interesting and were heartily applauded.

The nominating committee returned and reported as follows:

President, S. E. Spencer, Woburn.

Vice President, Dr. S. Irving Moody, Brockton.

Second Vice President, William E. Clark, Sharon.

Treasurer, C. W. Brown, Ashland.

Secretary, Robert R. Walker, Mansfield.

Executive Committee, F. O. Shepardson, Mansfield; Charles F. Fairbanks, Lexington; A. L. Stephen, Waban.

Exhibition Committee, Robert R. Walker, Mansfield; B. R. Norley, Roslindale; Willis Chase, Mansfield; David Tyndal, Brockton, and Thomas M. Proctor, Wrentham.

Auditor, Jelle Roos, Concord.

The motion was made and carried that the secretary cast one ballot for the list of officers as nominated.

The president was authorized to appoint a committee of three as a griev-


## CHOICE GLADIOLI GROWN IN NEW ENGLAND

| | | Ea. | Doz. |
|---|---|---|---|
| America (Banner) | Soft light pink, lavender tinge | $.05 | $ .50 |
| Anna Eberius (Diener) | Dark velvety purple | .30 | 3.00 |
| Canary Queen (Kunderd) | Light yellow, very soft | .25 | 2.50 |
| Crimson Glow (Betscher) | Wonderful red | .50 | 5.00 |
| Dr. R. T. Jackson (Fischer) | Deep rich crimson-maroon | .50 | 5.00 |
| Evelyn Kirtland (Austin) | Charming rose-pink | .20 | 2.00 |
| Golden Measure | Best yellow | 3.00 | 30.00 |
| Henry C. Goehl (Fischer) | Pure white, crimson blotch | .60 | 6.00 |
| Hereda (Austin) | Mauve | .25 | 2.50 |
| LeMarechal Foch (Van Deursen) | Pink, very large, early | .50 | 5.00 |
| Miss Sophie Fischer (F) | Pink with blotch | .75 | 7.50 |
| Miss Helen Franklin (Kunderd) | White | .25 | 2.50 |
| Mona Lisa (Kunderd) | Light pink, ruffed | .75 | 7.50 |
| Mr. Marks (Velthuys) | Best blue, royal purple blotch | .20 | 2.00 |
| Mrs. William E. Clark (F) | Beautiful shell pink, crimson red blotch | .75 | 7.50 |
| Mrs. Dr. Norton (Kunderd) | Finest cream and pink | .25 | 2.50 |
| Mrs. Frank Pendleton (K) | Bright rose-pink, with blotch | .10 | 1.00 |
| Mrs. Fred'k C. Peters (F) | Rose-violet—resembles a beautiful Orchid | 1.00 | 10.00 |
| Panama (Banning) | Brilliant pink | .06 | .60 |
| Pearl | Pink and yellow throat | .10 | 1.00 |
| Peace (Groff) | Snow white, large and late | .10 | 1.00 |
| Purple Glory (Kunderd) | Lustrous purple | 2.00 | 20.00 |
| Schwaban (Pfitzer) | Sulphur yellow, large, robust | .10 | 1.00 |
| Sunnymede (Fischer) | Rare shade orange-yellow, red blotch | .75 | 7.50 |
| War (Groff) | Deep blood red, large | .20 | 2.00 |
| Yellow Hammer (Grullemans) | Beautiful pale yellow | .10 | 1.00 |
| Primulinus Primadonna (Fischer) | Yellow | .20 | 2.00 |
| " Priscilla Alden " | Orange and yellow | .20 | 2.00 |

SPECIAL PRICES FOR LARGE ORDERS

**Mr. William Edwin Clark**
SUNNYMEDE GARDENS SHARON, MASSACHUSETTS

# XMAS PLANTS

| | |
|---|---|
| **Begonia Melior**, per doz. | $12.00, $18.00, $24.00 |
| **Poinsettias**, 2½-inch pots, per doz. | 2.00 |
| 3½-inch pots, per doz. | 4.00 |
| 6-inch (3 in pan with ferns), per doz. | 18.00 |
| 7-inch (5 in pan with ferns), per doz. | 30.00 |
| 8-inch (Fancy Green Boxes), 10-15 flowers, each | 5.00 |
| **Cyclamen**, per doz. | $12.00, $18.00, 24.00 |
| **Jer. Cherries**, per doz. | $9.00, 12.00 |
| **Primulas** (Obconicas & Chinensis), 5-inch, per doz. | 6.00 |
| **Peppers** (8-inch Green Boxes), SPECIAL, each | 1.50 |
| **Oranges** (8 to 12 fruit per plant), per fruit | .35 |
| **Table Ferns**, 2½-inch, per hundred | 8.00 |
| **Dracena Mess.**, per doz. | 18.00 |
| **Heathers**, each | $2.00, 5.00 |

William W. Edgar Co.
FLORISTS
WAVERLEY, MASS.
Telephone Belmont 600



# CHRISTMAS PLANTS

Cyclamen, $2.00 and up; Begonias, 35c to $4.00 each;
Poinsettias, single, 75c and $1.00 each.
Pans $1.00 to $3.00 each.

## FERNS

Scottii, Dwarf, Boston and Roosevelt, $1.50 and $2.00 each.
Cleveland Cherries, Red and Orange, 75c to $1.50 each.

## FRANK EDGAR, Waverley, Mass.

Telephone, Waltham 1324-R


ance committee for the ensuing year.

Extensive and extremely interesting remarks regarding the activities of the American Gladiolus Society were made by Dr. S. Irving Moody.

After considerable discussion a motion was made and carried that the president appoint a committee of three experienced growers, who shall be empowered to give an Award of Merit to any seedling which shall have previously received Honorable Mention at an exhibition of the society.

It was voted that all seedlings shown in competition at the annual exhibitions be judged by a committee composed of all the judges officiating at the exhibition and that an Honorable Mention shall be awarded only to seedlings which show distinctive meritorious quality.

An informal show of hands showed a unanimous approval of holding several meetings of the society during the winter.

### GLADIOLUS NOTES

The proprietors of the Sharon Gladiolus Farms, of Sharon, Mass., which has come in two years to be one of the largest commercial farms in New England, are planning for still greater activities the coming season. This concern now has 16 acres under cultivation, with an abundance of land available, and is dealing almost wholly in commercial varieties, shipping large quantities of flowers as far South as Philadelphia. Mr. Garrett de Longea and Mr. Theodore Kreeger are the owners, the former having had much experience growing bulbs in Holland. Last season they sent out as many as 1000 dozen cut blooms a day.

B. M. and M. E. Latham, of Mansfield, Mass, owners of Saunders Gardens, have accumulated a large surplus of gladiolus bulbs, which is going on the market the coming season. It is understood that they have nearly a million bulbs to dispose of. The Lathams made a high record for themselves last season, especially with their work at the show in Mansfield, when they put up one of the finest decorations ever seen at a "glad" show, using the variety Pearl for the purpose.

### BOOK NOTES

HARDY PERENNIALS, A. J. Macsell, Charles Scribner's Sons, New York, Price $2.75. This well printed, attractively illustrated book by an English author, contains much valuable information. At the same time it errs in a way common to such a book. It describes the good features of the various perennials, but fails to tell their faults, which it is about as important for a gardener to know. Bocconia, for example, is given warm praise and nothing is said about its habit of spreading all over the surrounding territory unless carefully watched. Baptisia is called one of the choicest perennials, but no mention is made of the fact that its blooming season is exceedingly brief. We hope that some time a book will be written which will tell the whole story about the plants suitable to a hardy border. In the meantime books like the one being reviewed must be depended upon, and are good as far as they go.

TURF FOR GOLF COURSES, by Charles V. Piper, Macmillan Co., New York. While this is not a new book, it is reviewed because of the many requests for such a volume. It appears that the makers of golf courses are often very much at sea in regard to what they should use in the way of grasses. This book covers the whole ground with remarkable thoroughness, and ought to have a place in the library of every country club.

William C. Medcalf, a well-known landscape gardener, died recently at his home in Rochester, N. Y., at the age of 92 years. Mr. Medcalf laid out the grounds of many large properties and private homes in Rochester.

## CLEMATIS JACKMANII

Clematis Jackmanii originated with George Jackman, an English grower, in 1862. It was one of the first hybrid Clematises introduced, and still remains the most valuable of its color, being very hardy and reliable. It is supposed to be derived from C. lanuginosa, a native of Ningpo, China. Some gardeners consider that C. Jackmanii is not a hybrid, but a species introduced from Japan. However, many beautiful hybrids have been produced from C. lanuginosa, though in many cases there has been so much intercrossing that the exact parentage is not recognizable. The most important group of these hybrids is classed under C. Jackmanii. Other fine varieties introduced by Jackman are Princess of Wales, bluish mauve, and Robert Hanbury, lilac flushed with red.

## NEWS NOTES

The John C. Meyer Thread Co., of Lowell, Mass., which makes the famous green thread for florists, is sending out some very neat notebooks which their friends in the trade are very glad to receive because of their convenient size and the two-year calendar which they contain. There are interesting pictures on the cover showing the large mills where the Meyer thread is made.

The Middlemount Nurseries have opened a new flower shop at 33 Hayward St., Nashville, N. C. Fully 3000 potted ferns and 2000 chrysanthemums were presented to visitors on the opening day. Otto Buseck, assisted by Mrs. Buseck, is in charge of the store.

The Utica Seed Co., Inc., has been organized at Utica, N. Y., with James F. Blatt, Jr., James O. Markle and C. D. Ladd as incorporators.

The Albany, N. Y., Commissioner of Public Works says that he will make no more public displays of chrysanthemums, believing that the citizens did not properly appreciate the show this fall.

W. A. Hollingsworth has opened a new flower and bulb store at 125 Peach Tree St., Atlanta, Ga. He is planning to do both a wholesale and retail business.

The Florida Floral Co. has been organized at Jacksonville, Fla., to do both a wholesale and retail flower and bulb business. The officers are E. G. Thomas, president; W. D. Driffing, vice-president; John Richardson, secretary; J. H. Thomas, treasurer.


# NEW CARNATIONS

**Rooted Cuttings, December and Later Delivery**

**BETTY JANE** (White Wonder x Ward). Color Ward pink, flowers large and perfect form and calyx. Very strong and easy grower; long, stiff stem, early and free bloomer, exceptionally good keeper and shipper. Orders filled in rotation. Rooted Cuttings, $12.50 per 100, $110.00 per 1000. Booked to the limit for December and January.

**SURPRISE** (Dorner). A new pink seedling, a trifle darker shade than Laddie, and more even shade. A well grown flower of Surprise is equal to Laddie in size. Strong grower, easy propagator; very early and profuse flowering habit; equal to the best of the standard varieties in production of flowers and will easily produce two to one of Laddie. Early and continuous blooms. The opening of the flower is quick and never bursts the calyx. Booked to the limit for December and January delivery. We suggest ordering at once for February and later delivery. Rooted Cuttings, $12.50 per 100, $110.00 per 1000; special prices on 10,000 or more.

**NATALIE.** Another Joy seedling. Not a fancy one but a wonderfully free bloomer, medium size flower, much freer bloomer than Ward and Almost the same color; good keeper and shipper. You will not go wrong in growing this one. Rooted Cuttings, $12.00 per 100, $100.00 per 1000. Early delivery.

**"OTELLO"** (Enchantress x Aviator). Color fiery scarlet, very large flower and as free as Aviator. A good, all around red Carnation. Rooted Cuttings, $12.00 per 100, $100.00 per 1000. December and later delivery.

**SUPER SUPREME.** An improved **Enchantress Supreme.** Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**IMPROVED WARD.** $12.00 per 100, $100.00 per 1000.

| | 100 | 1000 |
|---|---|---|
| Thomas C. Joy | $8.00 | $75.00 |
| Laddie, | 12.00 | 100.00 |
| Lassie | 8.00 | 70.00 |
| Harvester | 8.00 | 70.00 |
| Pink Delight | 7.00 | 65.00 |
| Morning Glow, pink | 5.00 | 45.00 |
| Enchantress Supreme | 6.00 | 55.00 |
| Rose Pink Enchantress | 5.00 | 45.00 |
| Mrs. C. W. Ward | 5.00 | 45.00 |
| Pink Enchantress | 5.00 | 45.00 |
| **VARIEGATED** | | |
| Benora | 6.00 | 50.00 |
| **RED** | | |
| Belle Washburn | 6.00 | 50.00 |
| Aviator | 5.00 | 45.00 |
| Maine Sunshine | $12.00 | $100.00 |
| Red Matchless | 8.00 | 70.00 |
| White Delight | 9.00 | 80.00 |
| The Lark | 10.00 | 90.00 |
| Beacon | 5.00 | 45.00 |
| Nebraska | 6.00 | 50.00 |
| **WHITE** | | |
| Crystal White | 6.00 | 50.00 |
| White Enchantress | 5.00 | 45.00 |
| White Benora | 6.00 | 50.00 |
| White Perfection | 5.00 | 45.00 |
| Matchless | 5.00 | 40.00 |
| White Wonder | 5.00 | 45.00 |

**G. U. LIGGIT** *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE: 15 CEDAR ST., WATERTOWN, MASS. L. J. REUTER IN CHARGE

**PHILADELPHIA**


## THE WADSWORTH GREENHOUSES

A long article was devoted to the flower business of R. E. Wadsworth & Co. in a recent number of the Worcester, Mass., Post. This business is located at Northboro, where there are three large greenhouses. The company now has 40,000 carnation plants for filling the houses this fall. The houses already contain 12,000 chrysanthemum plants in individual pots. Besides flowers Mr. Wadsworth raised vegetables and sold 10,000 tomato plants this spring. He expects to grow 25,000 plants next year.

## IMPORTING BUGS FROM KOREA

It is reported that the State Bureau of Plant Industry in Harrisburg is planning to import from Korea parasites which are the natural enemies of the Japanese Beetle now doing damage in Florida nurseries and truck farms. It is reported that federal experts have discovered the bugs which hold down the destructive pests in Japan and that, if enough specimens from Korea can be obtained, the State will atempt to propagate them, it is said, and then release them in the Florida suburban and rural districts.

Stephen F. Hamblin has been appointed Instructor of Horticulture at the Harvard School of Landscape Architecture for a two-year term.




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### BONNIE PRINCE

#### Propagation of Rose to be Undertaken by Portland Park Bureau

It is announced that the propagation of the new rose Bonnie Prince, which has been given outright to the Portland, Ore., Rose Society by Thomas N. Cook of Boston and Watertown, will be undertaken by the City Park Bureau. The Portland Society is greatly pleased with the gift, photographs of the rose and of Mr. Cook being published in the local papers. Pres. Guy W. Talbot of the Society is quoted as saying:

"We will arrange to have the rose distributed as widely as possible, and while I cannot hope for it to have the marvelous results of the Los Angeles rose, which is generally understood to have brought to its promoters and distributors near $20,000 in two years, I believe that Bonnie Prince, with proper handling at a popular price, will bring to the Portland Rose Society a tidy sum.

"We will consult the best rose growers and rose distributors on methods for handling our gift. Already Mr. J. A. Currey is in correspondence with J. D. Eislie, president of the Dreer company of Philadelphia, who distributed Los Angeles and other popular roses. Likewise he is in touch with Robert Pyle, president of the Conard & Jones company of West Grove, Pa., who has introduced so many successful roses, particularly those produced by the late Dr. Van Fleet. I also feel that Mr. Currey can obtain for the Rose Society the advice of E. G. Hill of Richmond, Ind., who, of course, is America's greatest rose producer and salesman.

"The gift of Bonnie Prince to the Portland Rose Society," said Mr. Currey, vice-president of the Portland Rose Society and the Pacific coast director of the American Rose Society, "is the greatest rose gift of history. I think if you search all rose history you will not find another case on record where the producer of a new rose has given his production away without the least restraint."


## IRIS AND PEONIES

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground: **Arnols, Brooklyn, Darius, Dr. Bernice, Exquisite, Gypsy Queen, Halfdan, Helge, Ingeborg, Jacqueminot, Liabaud, Lord Salisbury, Mme. Chereau, Mithras, Mrs. H. Darwin, Nibelungen, Princess of Teck, Queen of May, Rhein Nixe, Rose Unique, Shakespeare, Sherwin Wright, Walhalla, Walneriana, Ven Geerti, Hector.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**


### THE CRIMSON RAMBLER

Some time ago I observed a correspondence in your paper on the introduction to Scotland of the Rose "Crimson Rambler."

The late Mr. Hugh Dickson, Gent, Belfast, informed the writer at the time this rose was put in commerce that it was brought to this country by a marine engineer who had seen it growing in the East, and was so much struck with its great trusses of flowers and rambling habit that he brought it over with him and handed it to the then gardener at Mr. Jenner's, Edinburgh, where it was first grown in Scotland under the name of "Engineer." (Signed) Thomas Smith, Stranraer, Scotland.

# S. A. F. & O. H. Department

## ROLAND SUCCEEDS PIERSON

Owing to the pressure of business and the duties in connection with the office of state senator of Connecticut to which he has been elected, and the important duties in connection with the office of vice-president of the S. A. F. & O. H., for 1923, Mr. Wallace R. Pierson, of Cromwell, Conn., has placed his resignation as a member of the board of directors in the hands of President Pennock, to take effect December 1, 1922. President Pennock has appointed Thomas Roland, Nahant, Mass., to fill out the unexpired term of Mr. Pierson. President Elect Irwin Bertermann also heartily approves of the appointment of Mr. Roland.

JOHN YOUNG, Secretary.


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**53 Barclay Street — New York City**


# George Watson's Corner

"You in your small corner and me in mine."

After the Thanksgiving holiday prices are supposed to ease up a little. We asked Samuel about it, and he said no, that they had gone up, if anything. I said, "What's this, another case of stimulating a sluggish market by putting the price up?" He said, "No; but did you see that greenhouse man from New Jersey who has just been delivering some stuff?" On being asked, "Are you cutting much?" he said, "Not a darn thing—so it will be eight cents instead of six for next week." Wouldn't that jar you. I guess supply and demand has something to do with it after all.

Mole street has got a new pavement. Fine. Now if some genius would come along and give it a new name: Heacock or Meehan or Kennedy or Baker or some other high-toned designation like that, how happy your scribe would be.

Poinsettias, Cyclamen, Heather, Begonias; that's what strikes the Christmas visitor to Craig's at Norwood, the first thing. All in full bloom and done to perfection. But you see lots of other interesting Christmas gems, after the first dazzling blaze of glory, and after you have walked through about forty big houses. The Crotons in all their imagery of glowing colors; the Dracenas in endless variety; the Palms and Ferns in every imaginable form; big and little—slender and massive. Worth going a thousand miles to see, and only 21 minutes from Broad Street Station. Young Bob and "Van," his right bower, are to be congratulated. They get better and better, as the years roll by. No wonder old Bob went away happy, December 2nd, to Porto Rico after waving good-bye to all the family on the quay side of New York City. Everything goes well.

Miss Brown looked at the picture and said, "Young fellow, it's mighty lucky for me I did not meet you forty years ago. If I had, I'd've run away with you." Now what would you make out of that, a curse or a compliment? I said, "Never mind about that. This picture is for John Jensen, another sixty-over, and you are to give it to him when he calls, and ask for one of his in exchange." Miss Brown is some telephone operator, and gives as good as she gets, most of the time. Generally a little better. Beware!

Raymond Raff, the millionaire builder, gave the boys a good dinner November 21st. There were quite a few of the sons of Erin among the guests and


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| Mammoth Fancy Blue | .30 | 1.50 |
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| Mammoth Fancy Mixed | .30 | 1.25 |
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| Alba | .20 | 1.00 |
| Alba Pura | .20 | 1.00 |
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before the singing and speeching was half through (the hoo-rah lasted about six hours) they had amplified his name from Raff to Rafferty. So his name is Rafferty now.

Do you believe in lucky numbers. Miss Marcy says she has the honor to be aunty to twins this morning. And this morning happens to be 11-22-22. Five pairs. A pretty good hand, I'd say. Good luck to them! Six is my fetish. Born six in the morning, sixth of October, sixty-one; started in the seed business sixth of December, seventy-six and a whole lot more—if the editor would allow me the space. I have always had a secret respect for the nigger who put his last nickel on "come seven come eleven," and the one who swore by four eleven forty-four. I guess we all have a little superstition mixed up in our make-up if we'd only admit it. Miss Marcy is the cashier in the great Pennock Wholesale Flower Market and is much thought of by all who know her—and their name is legion.

Frank Walker, a distinguished horticulturist from Launceston, Tasmania, was a recent visitor, and was well taken care of by S. S. Pennock and others. His specialty is growing apples, and other fruits, for export. In case some of our readers may have forgotten their geography and imagine Tasmania to be a suburb of Kalamazoo, Michigan, we may be pardoned for stating that it is an island in the Southern Pacific almost as large as the great state of Pennsylvania, about 100 miles south of Melbourne, Australia. Their principal exports are fruits, wool, gold, tin, timber, and hops. Hobart and Launcestown are its largest cities.

Among other important people in our line, who have honored our old burg recently with a visit, we mention here a few among the many: B. J. Delaney, J. Chas. McCullough Co., Cincinnati, O.; Antoine Leuthy, Roslindale, Mass.; Wm. Gude, Jr., and George D. White, Washington, D. C.; Chas. H. Totty and Wm. Duckham, Madison, N. J.; Frank H. Traendly, Traendly & Schenck, N. Y. City.

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---

The Commodore thinks we are far past the age of common sense. Denny says we are only just beginning. So between the two of them, I finally gave in, and took the Lloyd George stand of—well, let the other fellow do it. We will see what we will see. I wish John Burton had been there. This was at the Kirk of a Friday. But he doesn't come in very often, any more. We hear he has had a sprained wrist. We extend sincere sympathy.

---

The La Crosse Floral Co., of La Crosse, Wis., now has 75,000 square feet of modern glass, and is specializing in roses, carnations and chrysanthemums. They have about 15,000 roses and 10,000 carnations at the present time, besides a great number of potted plants.

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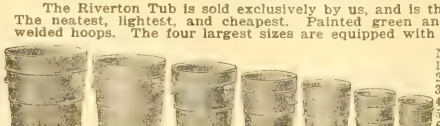
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For mildew, rust and other blights affecting flowers, fruits and vegetables.

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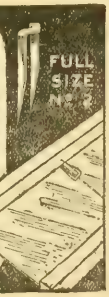
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We have not found it necessary to advertise this new rose extensively the past year, and we wish to announce that we are now quite sold, up to April 15 delivery, and are only accepting further orders for delivery after that date.

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Needs no pinching, except for exhibition lengths. Requires no more attention to produce "Extras" than to produce shorter lengths in other roses. Petals never "stick." Brings no "flat-heads." Belongs in the "thornless" class. Has "June-rose" fragrance. Beautiful shade of pink. Long pointed buds and flowers of great size.

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# HORTICULTURE

**December 25, 1922**



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Price list free

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trade we will be in wonderfully fine shape on **Beauties, Legion, Hadley, Premier, Russell, Pilgrim, Columbia, Butterfly, Sunburst, Ward** and **White Killarney**, particularly strong on **Beauties, Legion** and **Hadley**.

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**NEPHROLEPIS VICTORIA (The Victory Fern).** A beautiful crested form of Teddy, Jr., nice plants, 3½-inch pots, 35c.

**NEPHROLEPIS ELEGANTISSIMA.** Nice plants, 6-inch, 75c and $1.00 each; 8-inch, $2.00 each; 10-inch, $3.00 to $4.00 each.

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**NEPHROLEPIS MUSCOSA.** 3½-inch, 35c and 50c each; 5-inch, 75c each; 6-inch, $1.00 each.

**NEPHROLEPIS DWARF BOSTON.** 6-inch, 75c each; 8-inch, $2.00 each.

Packing added extra at cost.

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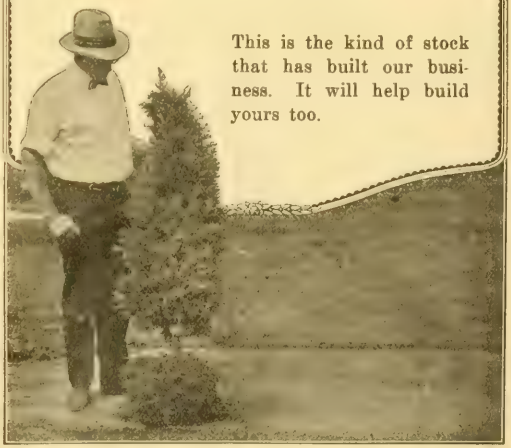
We are in a position now to book orders for Own Root and Grafted Roses for early spring delivery. Let us have your order now so that the stock can be reserved for you and shipped as soon as ready. Prices on application.

## F. R. PIERSON, Tarrytown, N.Y.

Telephone Tarrytown 48

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This is the kind of stock that has built our business. It will help build yours too.

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that the HOUSE OF QUALITY has an EXCELLENT ASSORTMENT of CHOICE EVERGREENS, ORNAMENTAL SHADE TREES and FLOWERING SHRUBS. ALL of SPECIMEN QUALITY with NICE SHAPELY TOPS and WONDERFUL ROOT SYSTEMS. VISIT US and BE CONVINCED.

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It tells you what you want to know
About every plant you grow.

It is full of helpful pictures illustrating good plants and good plant houses. It is equally valuable for the beginner or the old-timer.

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**Horticulture Publishing Co.**
Boston, Mass.


## THE MARKET

There was a slight slump in prices at the beginning of last week, but a gradual recovery throughout the week, with prices fairly high just before Christmas. Roses sold particularly well, 30 cents or higher being charged for Hadleys and Crusaders, with American Beauties selling at $2 apiece. Carnations sold at 12 cents or better. Lilies from 20 cents to 25 cents, with callas at four and five. Good sweet peas have been coming in and selling for four cents. Six cents or better has been obtained readily for calendulas, with chrysanthemums up to $4. Good snapdragons have been selling for $2 a bunch. The pansies which have been coming in the past week have been very well grown, and have brought $3 a bunch. Stevia has been selling from 50 cents to 75 cents. Prices of the lower grades have fluctuated so rapidly it has been difficult to keep track of them.


# Evergreens

**For All Purposes**

SUCH AS

Mugho Pine; Hovey's, Globe, Golden, Variegated, Pyramidal and Tom Thumb Arborvitae; Juniper; Japanese Cypress; Spruces; Firs and Pines.

Visit our nurseries or send for price list of everything for garden and landscape planting.

**NEW ENGLAND NURSERIES**

BEDFORD, MASS.


## WILL BE READY JAN. 1

### New Flower Market in Boston Nearing Completion—Auction Sale of Stalls

According to Pres. W. C. Stickel, the new flower market in the Cyclorama Building on Tremont St., Boston, will be ready for occupancy without fail on the first day of January, when it becomes necessary to leave the present quarters in Winthrop Square. The work of remodeling the interior will not be entirely completed, but about 15,000 feet of space will be available, which will be sufficient for the transaction of business until the rest of the big room is ready.

The work has been going on at a very rapid pace, from 50 to 100 men being on the job. A remarkable transformation has been affected in the historic structure, which is bound to become one of the show places of the city.

One of the final undertakings will be the setting up of the booths and stalls, but they will be in place by the last of next week. When the remodeling has been completed, an auction sale will be held, as in the present market, and the choice of stalls given to bidders who are willing to pay a premium for those considered the most valuable. It will be interesting to note which part of the new market is considered the best location. Of course the stalls on the Tremont St. side will be nearest the main entrance, but on the other hand, those on the Warren Ave. side will be close to the ramp and loading platform, which will facilitate the handling of shipments.

The contract for the refrigerating system has been awarded to the Frick Co. of Boston, and the system will be rapidly installed. It is an ammonia system, but the apparatus will be located outside of the market proper and separated from it by a 12-foot wall. The exact location will be in a room adjoining the boiler room. There will be one large refrigerating room, and a series of smaller chests for the use of concerns leasing the booths. The refrigerating room will be built by the United Cork Co. of Boston.

# -HORTICULTURE-

Entered as second-class matter December 8, 1904, at the Post Office at Boston, Mass., under the Act of Congress of March 3, 1879.

Vol. XXXVI DECEMBER 25, 1922 No. 12

## THE TALK OF THE TRADE

I frequently have occasion to write about an unusually good house of cyclamens, especially when traveling around Boston, and in the vicinity of Hartford, Ct., where some of the best cyclamen growers live. I want to say, however, that the growers of New England have no monopoly on first-class plants. There are other sections of the States where cyclamens are grown well and several Canadian growers have the business down fine. Mr. James McKenna, of Montreal, is especially successful with cyclamens. He had a house of wonderfully fine plants in preparation for the Christmas trade when I walked through it a few days ago.

Speaking of Connecticut growers I am immediately reminded of C. F. Curtis of Plantsville, who continues to hold his own with the best. What impresses me as I see his stock from year to year is the probability that he is turning in as high a net profit as anyone handling cyclamen.

I have seen larger and finer specimen plants than Mr. Curtis has, but I think there is no doubt that he could have larger specimens also if he wanted them. In fact, it is more difficult to do the small sizes in the excellent grade that he has them than it is to get the big specimens.

He has stock running all the way from 5 inches through to 7 inches in quantity that is of perfect finish. The foliage is all hard and stocky close to the pot, not lanky at all, and each plant seemed to be set heavily with buds when I saw them a few weeks ago.

I was also impressed with the wonderful coloring on his salmon cyclamen; very deep, fiery salmon and a large portion of them with highly colored silvery foliage.

I have not found many cyclamen growers who will sow seed so late as Mr. Curtis does. Some of his stock, which is well finished now in 5 inch pots, was not sown until January, and it is surprising how heavily budded these plants are at this time.

H. H. Smith, who has charge of the florist page in the Wisconsin Horticulture, makes a suggestion which may be of interest to florists and others who are expecting to exhibit bulbs at the shows the coming spring. He describes a display put up by Welke Bros., Wisconsin florists, who used crocus bulbs. These bulbs were planted in Florida moss, in a wooden shoe from Holland, and he says look very much at home, as well as making an exhibit which attracted much attention. Mr. Smith also speaks of another unusual arrangement, hyacinths being placed on strips of virgin cork with holes cut through to let them reach the water, and the corks floated in aquariums.

Without any question a well designed and a well executed letterhead speaks volumes for the enterprise and high standing of any concern. It is a matter, however, which is commonly overlooked or neglected to a large extent by florists and nurserymen, some of whom pay very little attention to their stationery. This is a great mistake. Good-stationery has remarkable advertising value. It is constantly being brought before people who are known to be buyers, and who often are led to give fresh orders by this means.

A good letterhead should give pleasure to the eye and at the same time focus on the mind the character of the firm which uses it. It should not be flamboyant, and should not contain too many words or try to cover too many subjects. At the same time the best results are obtained by some sort of picture, which tells at a glance the character of the business done by the firm using the stationery.

One of the best letterheads which I have seen put out by a florist or nurseryman in any part of the country is that of the Loudon Nurseries, Inc., of Irvington, Md. Mr. H. Clay Primrose, president of the company, says that he has received many compli-



The Handsome Letterhead Cut Used by the Louden Nurseries, Inc., of Irvington, Md.

mentary remarks about the letterhead, which is not surprising.

While the accompanying illustration will give an idea of the well designed combination picture used at the top of the letterhea, it does not do justice to the stationery itself, as the latter is printed by a special process which makes an unusually correct impression. I am sure that this matter is one to which many members of the trade can well give more attention.

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It is a little early, of course, to talk about Memorial Day, and yet something which was told me recently by Mr. Warburton, the Fall River (Mass.) florist, may help other florists in planning their Memorial Day trade. The Warburtons have a greenhouse range close to one of the cemeteries. Just before Memorial Day one of these houses is filled with potted plants and thrown open to the public. A cashier is seated at a table close by the door. The visitors are allowed to circulate through the house and to pick out whatever plants meet their approval. All the plants are marked so that there can be no question about the price. The customer selects the plant, walks up to the cashier at the table, pays for it and passes out. In this way much time and labor are saved, and the customers are especially well pleased at having been able to make their own selection.

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While several new roses of much promise are being put out in the States, florists should not overlook the fact that the Dominion also has a new rose, the merits of which are being sung enthusiastically by florists who have seen it. This rose was originated by John F. Dunlop & Sons, Ltd., of Richmond Hill, Ont. It was first known as Rose Seedling No. 6, but was christened the Royal at a public gathering recently before some 8,000 spectators.

The christening took place at the Royal Winter Fair in Ontario. Never before, I think, has such an event been recorded. The name Royal fits the rose well, as the bloom is an impressive one, being a bright shade of rose pink, with an orange base. Due to the latter fact it does not turn blue. The rose is a cross between Russell and Shawyer, with a stem equal in length to that of the American Beauty, but decidedly stronger. The bud is long and pointed, while the foliage is luxuriant, medium green in color, and extra large.

Another new rose shown at this fair came from the establishment of H. J. Mills, Ltd., Richmond Hill. This rose is light pink, with deep green foliage and medium sized stems.

In the local report of the show much attention was given to the yellow rose, Souvenir de Claudius Pernet, which was imported from France, being originated by Pernet, the great rose hybridizer of France, and named for his son, who was killed in the war. This is the rose which was shown in the States by C. H. Totty last spring, and excited much interest. Although it may prove an excellent rose under glass, I am doubtful of its value as an out-door rose, at least in the north. A plant in my garden made a poor showing last summer, and was very badly affected with leaf spot.

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It seems that montbretias are again coming into the market in fair quantities. They have been very hard to obtain for several years, but a number of dealers are now cataloging them, and growers are apparently producing them without any great difficulty. I notice, for example, that the catalogue of the Chautauqua Flowerfields Co., C. Zeestraten, proprietor, of Bemus Point, N. Y., which has just come in, lists several of the montbretias at very reasonable prices.

These little bulbous plants are very easy to grow, and are extremely decorative, especially in the fall months. I am surprised that more general use of this has not been made. They are excellent as cut flowers, and there is no reason why florists who have room enough to grow gladioli for their own stores should not also grow montbretias and sell the blooms in the same way. The flowers last especially well, and the colors, mostly in shades of yellow and red, combine well with other blooms. Except in the extreme North it is not necessary to take up the bulbs every year, as they are hardier than those of the gladiolus. At least every three years, however, they should be divided, because then the clumps become too thick and need separation.

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## NEW ENGLAND

Griffin, the Florist, of Lowell, supplied the flowers for an American Legion ball in that city. When asked what his charges would be, he said: "Nothing. I will gladly furnish everything that the Legion needs in that line free of charge."

## HEADS KIWANIS CLUB

### J. J. Cassidy Elected President of the Boston Kiwanians

J. J. Cassidy, a prominent florist of Boston, with a store on Beacon street, has just been elected president of the Kiwanis Club of Boston. This is a distinct honor, as the Kiwanis Club is made up of prominent business men in all lines of trade. There are very few florists in Greater Boston who have affiliated themselves with organizations of this kind, al-



J. J. Cassidy

though it would be well for the business as a whole if more members of the trade would take such action.

For several years Mr. Cassidy has been prominently identified with the club, and has been active in obtaining well known men for speakers, including Senator Lodge, Gov. Cox and Mayor Curley.

Mr. Cassidy feels quite at home in a position of this kind because he has served as Exalted Ruler of the Boston Lodge of Elks, and also as chairman of the Boston Sinking Fund Commission. Mr. Cassidy was appointed member of this commission by Mayor Curley, and served for four years, one year as its head.

South Boston was the birthplace of Mr. Cassidy, and 1879 the year of his birth. After graduating from High School he entered the employ of Wm. A. Doyle, then a prominent florist, and eventually became treasurer of the company. When this company was dissolved, he took over the Beacon Street store, where he has remained ever since, having a large and unique trade largely of a personal nature. His home is in Brighton, and he has five children.

## CHANGES AT ARLINGTON

### G. A. Anderson & Sons Acquire Two Greenhouse Ranges

G. A. Anderson & Sons have acquired the Janiten & Kunen greenhouses in Arlington, Mass., and in addition three large houses formerly owned by the W. W. Rawson estate, and used for growing vegetables. This gives the new concern an excellent plant, which is already in operation, and where some remarkably fine poinsettias and begonias have been grown for the Christmas trade. One of the sons, Nils Anderson, was formerly with the Mishawum greenhouses in Woburn, and is an experienced florist. John Gasson, who has been with W. W. Edgar, Frank Edgar and other growers, is to have charge of the Rawson houses, where potted plants are to be grown. Altogether the Andersons now have 75,000 feet of glass. They also have a retail store at 142 Warren St., which is well equipped, and where a good holiday business was transacted.

## BEASLEY'S NEW STORE

Joseph Beasley, proprietor of the W. W. Rawson florist establishment at Arlington, Mass., has leased the handsome store in a new building which has just been completed across Massachusetts Ave. from his present location. The new store has two large windows, and will be nicely decorated when Mr. Beasley takes possession shortly after the new year.

## RUANE'S GUARANTEE

Ruane, The Florist, of Waltham, Mass., has adopted the guarantee plan. He is said to be the first New England florist to take it up. Mr. Ruane now gives a guaranteed bond with every purchase, the bond reading as follows: "Ruane, Florist, Guaranteed Flower Bond: If these flowers are not satisfactory in every respect they will be replaced with other flowers or the money will be cheerfully refunded. Signed, M. F. Ruane."

## BOSTON.

Gustave Thommen, the well known correspondent of the Florists' Exchange, was confined to the house by illness several days last week.

Henry Penn featured a display of heather in pots which was shipped to him all the way from the Walter Armacost establishment in Los Angeles, and which attracted much attention

## VAN BAARDA'S NEW POSITION

### Becomes Vice-President and General Manager of the Breck-Robinson Nursery Company

Beginning with the first of January, P. J. Van Baarda, of Joseph Breck & Sons, becomes Vice-President and General Manager of the Breck-Robinson Nursery Co. at Lexington, Mass. Mr. A. E. Robinson, who has held this



P. J. Van Baarda

position in the past, has retired to take charge of the Atlantic Coast Nurseries at Portsmouth, Va., which enterprise was started a few years ago by Breck-Robinson and Conard & Jones of West Grove, Pa., as a general wholesale nursery.

Mr. Van Baarda is very well known in the trade, having been for seventeen years with BRECK'S. He was on the road traveling among the gardeners for several years, but lately has been manager of the retail department of the big Breck store on North Market St., Boston. A native of Holland, where he was born in 1881, he obtained a great amount of practical experience in his own land and in France, being employed by several of the most prominent concerns in both countries. In 1901 Mr. Van Baarda came to America and was connected with several important concerns here before entering upon his work with BRECK'S. He is a well known member of the Gardeners' and Florists' Club of Boston, and has a very wide circle of friends, both in and out of the trade.

No other changes will be made at the Lexington nurseries, Luther A. Breck continuing as President, John Benbow as Treasurer, Sheldon Robinson as Secretary.

Mr. James M. Adie, who has been in charge of the flower seed department in the Breck Store, will succeed Mr. Van Baarda as manager of the retail department. He, too, has had long experience in the business and is widely and favorably known.

## MAINE FLORISTS DINE

The Cumberland County (Me.) Florists' Association recently enjoyed a supper and entertainment at the greenhouse of George H. Maloon in Portland. The decorations included several new carnations from the Strout establishment in Biddeford. A centerpiece of Narragansett carnations was contributed by Roland Barrows of Portland, The speakers included Charles Pratt, Seleus Peterson, Linwood B. Miller, Roland Barrows and Edwin Ross.

## DEATH OF ROBERT J. SHORE

Robert J. Shore of Cornell University died Friday, December 8th, of pneumonia, after an illness of a week. Mr. Shore was born at Castle Comer in the north of Ireland, December 22, 1845. His father was gardener for J. W. Harper at Castle Comer and under his direction Mr. Shore got his early training. He came to America about 1865 as gardener on the Lienphal Estate at Yonkers. In 1882 he came to Ithaca as gardener for Jennie McGraw Fiske, and after her death, two years later, he entered the employ of the university, becoming official gardener in the conservatory of the department of botany, a position which he held until that department was given up last July. From then until the time of his death, he was in charge of the plants in the floriculture department. He was a 32d Degree Mason and an active member of the I. O. O. F.

## GENERAL NEWS

Paul Mader, the florist of Stroudsburg, Pa., has removed into a new store at 507 Main street.

Snell & Bronner have completed a new greenhouse at Herkimer, N. Y., with 10,000 square feet of glass. Mr. Snell and his wife are spending the winter at Daytona, Fla.

Miss Helen Howell, employed at the Wrigley greenhouses at Elmira, N. Y., recently suffered a broken shoulder in a fall from a stepladder.

The Sayre Floral Co. has opened a branch store on Main stret in Tonawanda, N. Y.

# CARNATIONS

ROOTED CUTTINGS

*Buy Direct from the Grower*

**Eldora**
New variegated Pink and White
$15.00 per 100, $120.00 per 1000

**White Delight**
$12.00 per 100, $100.00 per 1000

**Lassie**
Dark Pink
$10.00 per 100, $75.00 per 1000

**Pink Delight**
Salmon Pink
$7.00 per 100, $65.00 per 1000

**Rosette**
Dark Pink
$7.00 per 100, $65.00 per 1000

**Benora**
Variegated
$6.00 per 100, $50.00 per 1000

**Improved Ward Strout**
Better color than Ward
$12.00 per 100, $100.00 per 1000

**Maine Sunshine**
Yellow
$15.00 per 100, $125.00 per 1000

**Laddie**
Salmon Pink
$12.00 per 100, $100.00 per 1000

**Mrs. C. W. Ward**
Pink
$5.00 per 100, $45.00 per 1000

**Morning Glow**
Pink
$5.00 per 100, $45.00 per 1000

**Matchless**
White
$5.00 per 100, $45.00 per 1000

250 at 1000 Rate

*10 per cent discount for CASH*

**WILLIAM SIM, Cliftondale, Mass.**


## THE FIRE AT PEMBROKE'S GREENHOUSES

It is stated that the damage done by the recent fire at the A. A. Pembroke greenhouses in Beverly, Mass., was between $5,000 and $6,000. The boiler house was wrecked and three machines, a sedan and two delivery trucks, were ruined. There was insurance on the sedan. About 30 feet of carnation plants in one greenhouse were lost, as well as 100,000 gladiolus bulbs which were in storage.

A note from Mr. Erwin F. Smith, pathologist at the Bureau of Plant Industry in Washington, says that the bureau is working on Delphinium leaf spot, and would be glad to receive material from any part of the country. Fresh specimens sent dry and wrapped in newspapers should be directed to the bureau, which is glad to have the help of florists and growers throughout the country in finding a remedy for this disease.


## New Pink Carnation for 1923

# MY WELCOME

The ideal commercial sort, possessing a beautiful shade of pink (not salmon); much deeper in color and a better grower than Enchantress, from which it sported. MY WELCOME is unequaled for productiveness and free from splits. Was awarded a Certificate of Merit, with a score of 90 points, by the New York Florists' Club.

ROOTED CUTTINGS, $12.00 PER 100; $100.00 PER 1000
Deliveries beginning December and filled in rotation

**HENRY HESSION**

Linden Avenue and East 49th Street BROOKLYN, NEW YORK


## BULB CONCERN EXPANDING

### Damen & Tromp to Grow Bulbs as Well as Import Them

Within a few months the firm name, Damen & Tromp, with an address at 80 Patton street, Springfield, Mass., has become familiar to the bulb growers throughout the Eastern States, and especially in New England. They are simply expanding a business which would have been developed long ago except for the war, when Mr. Peter J. Damen was called to the service of this country and served twenty-one months with the 78th Division.

Mr. Damen is a Hollander by birth, who has had long experience in the growing and handling of Dutch bulbs. He came to this country several years ago, and has gradually been building up his present business, his partner remaining in Holland. Mr. Damen's father is also in Holland, being engaged in growing bulbs for the past forty years, so that he has access to a stock of the best quality.

Mr. Damen does his own importing, and has done a very good business the past year. He expects to increase the business to a large extent next season, and is planning to make a home for himself in one of the central New England cities, where he will have an opportunity to grow some kinds of bulbs, especially gladioli and other bulbs which, under Quarantine 37, cannot be imported from Holland.

## CHRISTMAS IN BOSTON

Boston florists seem pretty well satisfied with the Christmas trade this year. Unusual attention was paid to evergreens of different kinds, and a vast amount of holly in very good shape was used. Florists like O'Brien, of Beacon St., and Harry Quint, of the Hotel Victoria, having an opportunity to make a good display outside the store, had particularly striking decorations, using Christmas trees freely. Caplan, of Massachusetts Ave., did a particularly large Christmas business this year, specializing in Christmas trees, of which he sold hundreds. Mr. Caplan used a unique method of advertising, one of his big sight-seeing busses being driven through the streets, carrying large placards announcing the Christmas specialities to be found in his store.

Charles F. Boyle, President of Thomas F. Galvin, Inc., was presented a large floral gift in the form of a horseshoe by the employes of the firm on the 25th anniversary of his connection with the concern.

## *REMOVAL NOTICE*

**After January 1, 1923, we will be located at our**

**New Quarters: 541 Tremont Street**

We shall occupy one entire floor, which extends over an area of one half acre. While our service in the past has been unequalled our new facilities will permit us to increase our efficiency in every respect. We shall be enabled to carry a larger stock of florist supplies, and a greater variety. We shall continue to carry the highest grade of cut flowers procurable, and you will find that our service is unsurpassed.

# Henry M. Robinson & Co., Inc.

Our Telephone Number Will Be **Beach 8870** **Boston, Mass.**


## GLUCOSE FOR RADIATORS

### Being Put Forward as a Substitute for Alcohol to Prevent Freezing

Florists who operate automobiles, whether delivery trucks or touring cars, will be interested in a substitute for denatured alcohol to prevent water from freezing in the radiators, which is being advocated by the Pennsylvania Department of Agriculture. The tests were made by Dr. C. H. Lawall, chief chemist, and the material used is ordinary glucose, which is much less expensive than alcohol, and comes in the form of a colorless liquid.

The investigations conducted by Dr. Lawall show that in proportions of one pound of glucose (1½ pints) to a gallon of water, the mixture in the radiator will not freeze until a temperature of 5 degrees above zero is reached. At 10 degrees above zero the mixture becomes slushy, but does not freeze, and does not interfere in any particular with the circulation of the water.

The glucose will not evaporate, as will alcohol, and providing there are no leaks in the radiator, one mixture of water and glucose will last for months. Another point in favor of the glucose is the fact that it does not have any ill effects on the radiator or on the rubber connections. The glucose may be purchased for from five to ten cents a pound. For an ordinary Ford car three pounds are required, larger cars requiring more.




Fasten It With
**The Bull Dog Clip**
The Florists' Friend
FRITZ-TABER MFG. CO.
Sole Makers
New Bedford, Mass.
Reg. U. S. Pat. Off.


## AMERICAN PLANT NAMES

We have received from the American Botanist at Joliet, Ill., the first part of a valuable work called "American Plant Names." It is devoted to wild flowers. The names are arranged alphabetically under genus and species, so that anyone who knows the plants by their common names will be able to connect them with the correct scientific terms. It shows whether the names that are being used are standard; it makes the common name intelligible; it indicates misapplied names; it lists all out-of-date names; it is cross indexed, and in every way will be found invaluble by florists, gardeners, nurserymen and botanists, as well as by all nature lovers. Willard N. Clute, in getting out this work, which is being issued in parts of 32 pages each, at the price of 50 cents a part, is doing a work which merits hearty commendation.

## PLANT A PEONY CAMPAIGN

"Plant a Peony This Fall," flashed in large letters of electric light from high up the facade of the City Hall, has been an influential factor in arousing the interest of citizens in this phase of a campaign for the beautification of Winnipeg, Canada. Hundreds of citizens already have procured their bulbs, and most of them have finished the planting.

The slogan, "Plant a Peony," was invented and popularized by Travers Sweatman, King's Counsel, while he was president of the Board of Trade. The present campaign has the full and active support of the Manitoba Agricultural Association.

Harold Welch, of the P. Welch Co., has been confined to the house by illness.

# RAMBLING OBSERVATIONS OF A ROVING GARDNER

I have been much interested in the rockery under glass which has been developed by Supt. Frank Reardon of the Harvard Botanical Gardens in Cambridge, Mass., and was pleased when Mr. Reardon told me the other day that the authorities have decided to establish a second rockery and on a much larger scale in another greenhouse. The present rockery is in the building where tropical plants were formerly grown. Raised benches have been filled with large stones and earth to form a suitable location for the plants. The new rockery will be in an adjoining house which is about 80 feet long. All of the heating pipes have been removed, and the principal bed will run through the center of the house, on a cement foundation. Rocks will then be built up on each side, sloping from the floor to the glass.

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Hundreds of seeds of European plants seldom seen in this country have been sown in the propagation houses under the direction of Supt. Reardon, and when the plants are large enough they will be transplanted. There will be no heat in the houses, the temperature being allowed to fall as low as it may in the winter months. The plants used are all hardy, but there is a distinct advantage in having them under glass because the soil cannot be washed away by winter storms or the roots of the plants uncovered.

Moreover, they are easier to handle and can be studied to better advantage in a greenhouse. I was interested to find that the flowering time is only about a week ahead of the usual outdoor blooming dates. There are 350 distinct species in the present rockery, and 60 of them were counted in bloom at the same time recently.

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These plants come from many parts of the world, most of them from high locations. They are particularly interesting because of the way in which they grow in the cracks and crevices among the rocks.

One very interesting little flower is called Veronica fruticosa, and comes from Greenland. Close by is Mimulus cupreus, a native of Chile. This is a relative of the well-known monkey flower, and has very curious blossoms. Androsace primuloides is a very tiny plant which grows at the highest point of all vegetable life in the Alps. It marks the line between vegetation and barren soil.

There are many handsome primroses from various parts of the world in the collection, including primula bulleyana from China. Most garden makers are familiar with the common gypsophylla or baby's breath, but would not recognize its near kin, gypsophylla cerastoides, which comes from the Himalayas. It is just as handsome, however, the small, white flowers being marked off with pink stripes.

The Himalayas are represented by several other plants in the collection, another specimen of special interest being mertensia echiodides, with small, dainty, blue flowers.

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The country of Dalmatia sends the first campanula of the season to bloom. The rockery also has an excellent specimen of the first iris to bloom. It is called iris fimbriata.

With such a rare and unusual collection of plants as is to be found in the Botanic Garden, it is not strange that people come from distant states to see it. Primarily, however, its purpose is to offer a means by which students at the college may become familiar with these botanical subjects from many lands.



The Glassed-in Rockery at the Harvard Botanical Gardens in Cambridge, Mass.

There are many florists and gardeners in this country who would like to see a novel pot washing machine which has been patented in England, and which, it is said, will soon be put on the market. This machine has for its object the washing of garden pots and will do the work at a high rate of speed. If the inventor's claims are to be accepted, the machine will wash twenty pots per minute, or something like 9600 pots in a day.

The device comprises an endless chain which passes over sprocket wheels, one at each end of a trough which is mounted on a frame. The chain carries rings into which the pots are placed by hand. Every time a lever is pressed, a revolving brush descends and cleans the inside of one pot which remains stationary, while the other is lifted out of its ring and pressed against a revolving head when the outside part is also scrubbed by brushes. Then the lever is released, the brushes return to their places and the chain moves on one link, until the washed pots are finally delivered at the other end. Washing pots is a tedious task, and a machine that would do it rapidly and efficiently would be welcome.

## NORTHAMPTON CLUB ELECTS OFFICERS

Northampton, Mass.

The December meeting of the Holyoke and Northampton Florists and Gardeners Club was held on Dec. 5, with Pres. Hennessy in the chair, at Reginald Carey's greenhouses, South Hadley.

Members present made a tour through the houses and found an exceptional fine lot of carnations, with a promising crop for Christmas. Varieties grown by Mr. Carey are Matchless, Belle Washburn, Supreme and Morning Glow.

Being the annual election night, the following were elected as officers of the Club for the coming year: John Ellis, of Northampton, president; Prof. Thayer of Amherst, vice president; R. Haeseler of Northampton, secretary and treasurer; Executive committee, L. S. Hubbard of Amherst, chairman, Walter Thornily, Northampton, Reginald Corey, South Hadley.

The prize for the monthly exhibit was won by George Strugnell of Holyoke with a cyclamen, which any grower would be proud to possess.

Refreshments were served and a game of cards enjoyed until a late hour after the meeting.

The January meeting will be held with Gallivan Bros., Jan. 2, 1923, at Smith Ferry, Mass.

ALEX HAESELER, Sec.

## NEW ENGLAND

The flower business of Medfield, Mass., formerly conducted by the Medfield Farms and Greenhouse Co., is to be continued under the name of Pederzini & Sons. The former concern has been dissolved and the greenhouses as well as the dwelling house deeded to Mr. Pederzini, who is being widely congratulated on his good fortune.

The monthly meeting of the Horticultural Club, of Boston, was held at the Parker House, Wednesday evening of last week, with President E. H. Wilson in the chair. The speaker of the evening was Albert Jenks, of Acton, a well known fruit specialist, who talked on apple growing. The tables were ornamented with two large vases filled with seedling carnations from the range of William Sim. Several especially good carnations were noted in the lot, some of which are likely to be heard from later.




King
GREENHOUSES
THE SURE WAY TO BIGGER PROFIT

When a florist places his order for a King you can be sure that he, like hundreds of other King owners, is on the right track for bigger profit.

King greenhouses grow a larger percentage of firsts than other makes of houses and they cost less to operate. One grower tells us that his King greenhouses go a long way in producing the high grade stock he is sending out. Another florist says that the amount of coal used during a severe winter was less than we said it would be in an ordinary winter.

The quality of material and workmanship is the best and can be translated into one word—strength. A grower wrote us saying that in a severe sleet storm "we had considerable ice and snow on the houses but your construction stood the strain with no bad results whatever."

As for price and service read what this grower writes: "After comparing all propositions in regard to workmanship, service, details of construction and price, we were firmly convinced that your proposition was by far the best we had received and so placed the order with you."

*When you think of good greenhouses, think of KING*

KING CONSTRUCTION COMPANY

GENERAL OFFICES, NORTH TONAWANDA, N. Y.

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**Says Sam: Allus argue with a mule face to face.**

**Making Collections**

There seems to be common agreement among florists the country over that collections have seldom been harder to make than at the present time. The result of this situation is felt all through the trade. When the end of the year comes and florists go over their books carefully, as required by the necessity of making out their income tax, they often are surprised at the size of the bills which some of their customers have been allowed to run up. These accounts seem to have multiplied this year to an unusual extent. It is a condition which means trouble unless it is remedied. The public is inclined to put off paying florist bills longer than any others, except perhaps those of the doctor and the dentist. In many instances, especially in the small towns, florists are cautious about pressing for the payment of these accounts, fearing that they will lose a customer. As a matter of fact, the right amount of tactfulness will often make it possible to keep accounts cleaned up much closer without giving any offense.

As a rule people who buy flowers are familiar with business procedure and would take it as a matter of course if the florist should follow up his accounts in the same energetic manner as other business men. Very much can be done over the telephone if the whole matter of delinquent accounts is put in the hands of one person who has a firm but pleasant voice, who is adaptable and who is polite but insistent. Then, too, it is very important to have some system by which delinquents who have moved can be traced. An intelligent person can often get track of such people through the aid of the corner grocer, expressmen, letter carriers and small boys. Oftentimes much can be accomplished by keeping a record of the persons to whom flowers are sent and also of the senders. A letter to the former asking if any informaiton about the latter can be given sometimes proves very effective. The fact that such a letter has been received is made known and the delinquent hastens to pay for fear of getting a bad reputation among his friends. Of course this whole problem is one which each individual must settle for himself, but the fact remains that the florist trade is suffering to a greater extent than usual just now from an accumulation of unpaid bills, and that some action is necessary to clear the situation.

## EDITORIAL NOTES

The Federal Horticultural Board at Washington is beginning to suffer assaults from new quarters. Of late it has been discussing the restriction of importations of fruits and vegetables from foreign countries on account of the Mediterranean and other fruit flies, which are alleged pests. Now comes the foreign trade committee of the Merchants' Association, which looks upon such prospects with great alarm, and plans a protest to the Board. It will be interesting to see whether such a protest proves to be any more effective than those coming from plant growers. However successful the Federal Horticultural Board may be in keeping out plant pests, it seems to function remarkably well as a tariff board.

Although the new flower market in Boston will not be entrely finished by the first of January or, for that matter, for several weeks afterwards, it will be in such condition that business can be carried on. The amount of work which has been done by the committee of arrangements to make this possible will perhaps never be realized by the trade in general. The whole undertaking has been an exceedingly delicate and difficult one to put through, and while there is not perfect agreement in all matters, the florists as a whole are pretty well satisfied with what has been accomplished. Without question the new market house will prove a judicious investment, as well as providing facilities for doing business unexcelled by those in any flower market. Horticultural visitors will make it a point to visit the new market whenever they come to Boston, and they will see flowers handled by the most modern methods and by a system not excelled anywhere.

It is interesting to note that all of the flower shows to be conducted by the Massachusetts Horticultural Society the coming year will be free. This, of course, is a decided innovation, and is brought about by a desire to increase the attendance. Whether the plan is wise or not will have to be decided by time. The general tendency seems to be to drop down on the quality of the shows for which no admission fee is charged. If this fault does not result, the experiment may prove successful. After all, though, it isn't so much the matter of admission charge, we believe, as of letting the public know that a worth while show is being carried on. Publicity is a great asset in these days of multiplied attractions. A show that is not properly advertised stands but little chance of gaining a large attendance, whether it is a free show or not.

We feel that Mr. Wallace R. Pierson sounded the right note in his talk given before Boston florists recently when he argued that the trade throughout New England should consider itself the hosts at the convention of the S. A. F. to be held in Hartford next year. While the Hartford florists must necessarily bear the brunt of the work, and are ready to do so, the florists throughout the New England states should feel that they have a very important part in making the convention an unqualified success. It is none too early for them to take the matter under consideration and perhaps to notify their co-workers in Hartford of their willingness to cooperate in any way, and to invite suggestions.

# GRAFTED ROSES

It may seem early to talk roses for next spring, but we have been booking a lot of spring orders and you, who may be wanting a big lot early, may feel disappointed if we are not able to give you what you want when you want it.

Take up the question of spring requirements early!

**A. N. PIERSON, Inc., Cromwell, Connecticut**


## GLADIOLI FOR FORCING

### Method by Which Florists Can Add to Their Income

That gladioli can be forced successfully and profitably by the florist is being stressed by the John Lewis Childs firm at Flowerfield, L. I. It is a fact, of course, that gladioli have glutted the market at certain seasons the last two years; thousands of stalks have been consigned to the dump, bringing, of course, no revenue to the grower. Scores if not hundreds of private growers have been putting gladioli on the market at prices with which the florist cannot compete. At the same time the florist who has a little land available, where he can grow gladioli for his own use, will find it profitable to make a fair planting of the best commercial sorts. This, of course, is quite apart from growing them under glass.

Gladioli can be forced without great difficulty, with a night temperature of 50 degrees. It isn't necessary to be fussy about the soil, and five inches is all the soil necessary if they are being grown on benches, although it is probably better to use them in solid beds. Some florists, however, like to grow them in 6-inch pots, using three bulbs. The early plantings of forced gladioli should be in by this time, but plantings can be made for another month or so. While forced gladioli do not need much attention in the way of spraying, they require to be staked in order to give them the straight stems which are necessary to have them sell well.

Watering is of more importance than feeding. The soil must never be too wet, and yet it must not be allowed to dry out entirely. There is



Panama, among the Good Gladioli for Forcing

not much likelihood of having too many forced gladioli on the market, and florists who can grow them without too much effort can make them pay, provided they take pains to choose first size bulbs and use varieties that are known to force well, including America, Panama, Mrs. Frank Pendleton, Halley and the Primulinus Hybrids, which as a rule force especially well.

## HAROLD RYAN PRESIDENT

### Officers Elected by Gardeners' and Florists' Club of Boston

Owing to the holiday season and the severe weather the last meeting of the Gardeners' and Florists' Club of Boston at Horticultural Hall was not very largely attended. Those present, however, heard a very interesting talk on poultry subjects, especially incubation, by Samuel Knowles, of the Norfolk County Agricultural School. At the conclusion of his talk Mr. Knowles was bombarded with questions, showing the interest of those present.

One event of the meeting was the annual election of officers, which resulted as follows: Harold Ryan, president; Walter H. Golby, vice-president; James Methven, treasurer; W. N. Craig, secretary; Executive Committee, George W. Butterworth, Framingham; W. H. Judd, of the Arnold Arboretum; Patrick W. Burke, Donald B. Sutherland and P. J. Van Baarda.

The following were admitted to membership: Thomas Roland and Robert Roland, of Nahant; Gustav Karlson, of Franklin; and Max Fishelson, the florist of Charles St., Boston.

**CHOICE GLADIOLI**
MRS. FREDERICK C. PETERS
Large Bulbs $1.00 each
Small Bulbs 50c each
Bulblets 10c each
WILLIAM EDWIN CLARK
Sunnymede Gardens, Sharon, Mass.

It was voted to hold the annual Ladies' Night on the 23d of January at Horticultural Hall. It was also voted to hold the annual banquet of the club at the Brunswick Hotel, which is a change from the usual custom. The banquet will be held some time in February, the date not having been definitely fixed.

It was voted to send letters to A. A. Pembroke and George E. Baldwin, members of the club, who have recently had their greenhouse plants damaged by fire.

In the course of the evening there was a discussion of leaf spot on roses under glass. One of the speakers said that he had found Wilson's oil an absolute remedy for this trouble. Several of the growers present reported the same experience, which seems to show that this oil is practically a specific for leaf spot, a fact which was learned with much interest by the other growers present.

## DAHLIAS UNDER GLASS

### How the Tubers are Sprouted and the Sprouts Rooted

Dahlia growers are giving increased attention to the starting of dahlia tubers under glass. This offers an easy and very satisfactory way for propagating a large number of plants. It also serves to produce extra good plants for setting out in the garden. The work should be started before the end of January. The usual plan is to plant entire clumps in the greenhouse, using enough heat so that they will sprout, but not too quickly. The sprouts are allowed to grow three inches tall, by which time they will have made a good set of leaves. Then they are cut off and rooted in sand. When well established they are potted up and placed in a cold frame to harden. There are some growers who believe that dahlias started in this way are preferable to those which are produced by dividing the tubers and starting the plants in the open ground. Then, of course, there is a certain sale of green plants, as the started dahlias are called.

In England it is a very common custom to start dahlias under glass. Over there, too, the plan of growing dahlias from seed is followed to a much greater extent than in this country on the part of back yard gardeners.

## NEWS NOTES

According to Prof. Daniel Lumsden, secretary of the newly formed American Horticultural Society, the late Representative Mann was greatly interested in horticulture, and for years maintained a little private nursery near Chicago where thousands of plants were propagated to be distributed to friends and acquaintances. Mr. Mann had a particularly large collection of roses and peonies, the latter being among the best in the United States.

The Townsend Floral Co. has leased a greenhouse and florist establishment at Winchendon, Mass., where business is now being carried on.

Mrs. Jennie W. Rogers, whose florist store on Summer St., Boston, has come to be a landmark, has decided to close this establishment on the 1st of January, after which date she will give her whole time to the fine new store opened by her and her son in Brookline. Mrs. Rogers has been in the florist business in Boston for a great many years, and has made a very wide circle of friends, both in and outside the trade.

**Surplus Bulb Offer**

| | |
|---|---|
| Early Tulips for Forcing in White, Pink, and Yellow, per 100 | $2.00 |
| Cottage Tulips for bedding, per 100 | 1.80 |
| Mixed Tulips, per 100 | 1.50 |
| Darwin Tulips in separate colors, per 100 | 2.20 |
| Mixed Darwins, per 100 | 1.80 |

DAMEN & TROMP
80 Patton Street Springfield, Mass.

**THE AMATEUR'S BOOK OF THE DAHLIA**

By Mrs. Charles H. Stout

A Book to be Bought, Read and Recommended

The Latest and Best Book on Dahlias and Dahlia Growing

**Price $3.00**

HORTICULTURE PUB. CO.
Boston, Mass.

## WOMAN'S NATIONAL FARM AND GARDEN ASSOCIATION CONFERENCE

The Woman's National Farm and Garden Association held its conference in Chicago on the eleventh and twelfth of December. As pleasure and charming hospitality marked the meeting of the Garden Club of America in Washington, so this conference was characterized by a simple, strong and earnest purpose.

The first matters of interest came at the counsel meeting on Monday morning where a desire was expressed to have the disfiguring signs removed from the entrance to Mount Vernon, our national shrine, and to have a national Botanic Garden established on Mount Hamilton, near Washington, overlooking the Potomac River.

At the opening of the conference at the La Salle Hotel at 3 o'clock Monday afternoon, Mrs. Russell Igson, president of the Woman's National Farm and Garden Association, introduced as chairman of the conference Mrs. Francis King, who was the first president of the Association and one of its original starters. Mrs. King spoke of her pleasure in meeting us all and told us of some of the newer garden flowers, the soft pink cannas, the clematis tangutica and the new ageratum. She then introduced Mrs. George W. Crocker, president of the New England Branch of the Association.

Mrs. Crocker spoke of the business transacted behind the bright green door, up one flight, of the new shop at 655 Boylston street, Boston, where the goods of the country producer meet the needs of the city buyer, or better still where they can meet each other over a social cup of tea on Thursday afternoon.

From Boston we were taken by Mrs. Charles W. Hubbard to Hawaii. She told us of the gardens there, especially of the low growth of the trees, as few of them except the tall palms grow above the two storied houses.

An earnest talk was also given by Mrs. A. E. Brigden of Rochester, New York, on "Home and Community."

Monday evening a dinner of seventy-seven plates was served at the same hotel, at which there were short remarks by Miss Julia Lita Bane, the State Leader of the Home Economics Extension Service of the University of Illinois, who spoke of Woman's Place in Agriculture; by Mrs. O. W. Dynes of Hinsdale, Illinois, who introduced a young schoolgirl who had a story about some pigs she had raised, and by Miss M. R. Case, who told of the twenty boys she employed on her farm, Hilicrest Gardens, Weston, Massachusetts, during their summer vacation. Mr. George H. Maker gave a talk on Town and City Planning, and Dr. Henry C. Cowles of Chicago University spoke of How to Make a Farm Lot Pay.

The meeting the next morning was characterized by much simple, earnest discussion about The Farm Woman Today and Tomorrow, by Mrs. Newton B. Ashby. The Public and the Farm Woman by Miss Lena M. McCauley of the press in Chicago. The Woman on the Farm by Mrs. Fannie Klinck of Clarksville, Iowa. Other speakers about home life on the farm were Mrs. William Gay Brown of Kingwood, West Virginia, Mrs. W. G. Jamison of La Veta, Colorado, and Mrs. Ellsworth Richardson of Pella, Iowa.

The morning conference was followed by a pleasant social luncheon with short talks and discussions.

At the afternoon session Mr. Frank B. White from the Agricultural Department of the Association of Commerce spoke on the Purpose of the Agricultural Committee of the Association of Commerce in Relation to the City and Down State Interests.

The whole feeling of this conference was of earnest intimate relations


# NEW CARNATIONS

**Rooted Cuttings, December and Later Delivery**

**BETTY JANE** (White Wonder x Ward). Color Ward pink, flowers large and perfect form and calyx. Very strong and easy grower; long, stiff stem, early and free bloomer, exceptionally good keeper and shipper. Orders filled in rotation. Rooted Cuttings, $12.50 per 100, $110.00 per 1000. Booked to the limit for December and January.

**SURPRISE** (Dorner). A new pink seedling, a trifle darker shade than Laddie, and more even shade. A well grown flower of Surprise is equal to Laddie in size. Strong grower, easy propagator; very early and profuse flowering habit; equal to the best of the standard varieties in production of flowers and will easily produce two to one of Laddie. Early and continuous blooms. The opening of the flower is quick and never bursts the calyx. Booked to the limit for December and January delivery. We suggest ordering at once for February and later delivery. Rooted Cuttings, $12.50 per 100, $110.00 per 1000; special prices on 10,000 or more.

**NATALIE.** Another Joy seedling. Not a fancy one but a wonderfully free bloomer, medium size flower, much freer bloomer than Ward and Almost the same color; good keeper and shipper. You will not go wrong in growing this one. Rooted Cuttings, $12.00 per 100, $100.00 per 1000. Early delivery.

**"OTELLO"** (Enchantress x Aviator). Color fiery scarlet, very large flower and as free as Aviator. A good, all around red Carnation. Rooted Cuttings, $12.00 per 100, $100.00 per 1000. December and later delivery.

**SUPER SUPREME.** An improved Enchantress Supreme. Rooted Cuttings, $12.00 per 100, $100.00 per 1000.

**IMPROVED WARD.** $12.00 per 100, $100.00 per 1000.

| | 100 | 1000 |
|---|---|---|
| **PINK** | | |
| Lassie | $8.00 | $70.00 |
| Laddie | 12.00 | 100.00 |
| Harvester | 8.00 | 70.00 |
| Pink Delight | 7.00 | 65.00 |
| Morning Glow, pink | 5.00 | 45.00 |
| Enchantress Supreme | 6.00 | 55.00 |
| Rose Pink Enchantress | 5.00 | 45.00 |
| Mrs. C. W. Ward | 5.00 | 45.00 |
| Pink Enchantress | 5.00 | 45.00 |
| **VARIEGATED** | | |
| Benora | 6.00 | 50.00 |
| The Lark | 10.00 | 90.00 |
| **RED** | | |
| Belle Washburn | 6.00 | 50.00 |
| Aviator | 5.00 | 45.00 |
| Red Matchless | $8.00 | $70.00 |
| Beacon | 5.00 | 45.00 |
| Nebraska | 6.00 | 50.00 |
| **WHITE** | | |
| White Delight | 9.00 | 80.00 |
| Thomas C. Joy | 8.00 | 75.00 |
| White Enchantress | 5.00 | 45.00 |
| White Perfection | 5.00 | 45.00 |
| Matchless | 5.00 | 40.00 |
| White Wonder | 5.00 | 45.00 |
| **YELLOW** | | |
| Maine Sunshine | 12.00 | 100.00 |

**G. U. LIGGIT** *Wholesale Plantsman* 505 Bulletin Building

NEW ENGLAND OFFICE: 15 CEDAR ST., WATERTOWN, MASS. L. J. BEUTER IN CHARGE

**PHILADELPHIA**





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HAVING had thirty years experience growing and handling Native Ornamentals, my facilities and supply are unequalled, and a trial order will prove convincing. ERICACEOUS Plants my specialty, in both Nursery Grown and X selected collected stock for all requirements. My superior packing insures delivery in good condition to all parts and grading always up to highest standard in quality.

Before you buy any NATIVE **Azaleas, Ilex, Oxydendrum, Vacciniums, Viburnums, Zanthorrhiza, Abies, Kalamis, Leiophyllums, Leucothoe, Andromedas, Rhododendrons, Thuyas, Hemlocks, Galax, Shortia Ferns, Orchids, Dicentras, Liliums, Trilliums, Iris, Golden Seal, Ginseng, Polygonatums, Sanguinaria, Violets** and hundreds of others, get my prices. Send complete list of your needs in my line and lowest prices will be promptly quoted, consistent with the very best material and service. Sixty carloads furnished the trade last season (mostly Broad-Leaved Evergreens) with complete satisfaction.

It will be to your advantage to send for price lists and get acquainted with my organization for quality and quantity. Your correspondence is solicited and all orders will be handled to your entire satisfaction. Ask about unusual Decorative Evergreens. Rare and beautiful.

*Address...* **E. C ROBBINS**

PINEOLA, Avery County, NORTH CAROLINA



## YOUR PROFITS for spring DEPEND ON WHAT?

On having the stock your customers want when they want it! That's the whole story.

Be prepared. Stock is scarce and selling fast. Likely you could not get what you wanted last spring. Don't lose out again.

Order today. Our line is complete, and you should consider your spring wants carefully while you can get the items you will need.

**PRICES ARE ADVANCING**

Be sure of the lowest Market price, of SERVICE plus QUALITY, of having the stock you will need, and ultimately the utmost in profits, by giving us your order NOW.

BURR QUALITY + SERVICE

**Every good business man carries Insurance Preparedness is Insurance**

## C. R. BURR & COMPANY

GENERAL NURSERYMEN

MANCHESTER CONN.

If you do not get our wholesale list, ask for it. We do not sell at wholesale to retail buyers.


of the needs of rural life in America, so as a fresh breeze from over the seas came Mr. John C. Wister's beautiful pictures of European gardens, showing us the great exhibition held in Chelsea with its English arrangement of gardens; bulbs and tulip fields in Holland; gardens of France, Switzerland and Italy. In thinking over the whole conference it was good to have this beauty at its end, and to know that these same pictures had been shown in an evening school in Tennessee, for if we are to lift America out of the prosaic materialism which Sinclair Lewis showed in his Main Street, what better means than these beautiful pictures of gardens can be used.

M. R. CASE.

Hillcrest Gardens,
Weston, Massachusetts.
December 17, 1922.

### GLOXINIAS FROM SEED.

It is surprising that a large number of people, gardeners included, imagine that the gloxinia is a very difficult flower to raise and cultivate, and that a very warm greenhouse is essential to sucess, says a writer in the Gardener's Chronicle, London, who then continues; Such a fallacy is disproved at once by the mere test of cultivation.

Once over the initial difficulty of raising the seed a house with a night temperature of 50 degrees to 55 degrees is quite suitable for the plants that will produce a profusion of bloom from July onwards.

Sow the seed in a fine, peaty mixture, and if the seed pan is covered with a sheet of glass a sharp watch must be kept for the appearance of the seedlings, after which the glass should be removed and the plants gradually exposed to the light. A few days only need elapse before the little plants are transferred by means of a small forked stick to other pans containing a light, peaty mixture, placing them about half an inch apart. They will need slight shade from bright sunshine, and if the weather is congenial they will grow very rapidly; their next shift should be to boxes, spacing them about two inches apart.

By the end of April they will need to be transferred to 60-sized pots. In light soil they will readily fill the pots with roots and be ready for their final potting by the end of May. The soil for this potting should consist of two-parts black loam, one part peat, and the remainder of leaf-mould, sand and crushed charcoal; if the loam is known to be of poor quality a little old mushroom-bed manure may be added. I do not advise the use of artificial manures as they can be given if necessary at a later stage. When potting press the soil firmly all round the pot, but guard against very hard potting, which is often a cause of failure in gloxinias. Take care not to injure the foliage, which is easily bruised, and once marked the beauty of the plant is spoiled.

A close, humid atmosphere is at all


## IRIS AND PEONIES

Having a large stock of the following Iris will quote special prices for early delivery as I wish to clear the ground: **Arnols, Brooklyn, Darius, Dr. Bernice, Exquisite, Gypsy Queen, Halfdan, Helge, Ingeborg, Jacqueminot, Liabaud, Lord Salisbury, Mme. Chereau, Mithras, Mrs. H. Darwin, Nibelungen, Princess of Teck, Queen of May, Rhein Nixe, Rose Unique, Shakespeare, Sherwin Wright, Walhalla, Walneriana, Ven Geerti, Hector.**

Ask for price list and see what my customers say about the service they receive. Thank you.

**GEO. N. SMITH, Wellesley Hills, 82, Mass.**

times necessary, and shade from bright sunshine imperative, while careful watering and cleanliness will be all that is needed to bring the plants to perfection. The frequent use of the syringe in hot weather, under the plants rather than over them, will do more than anything else at this stage to keep them clear of red spider and thrip.

As the flowers begin to open, provide a drier atmosphere to prevent the flowers damping, and if spent flowers are picked off the plants will bloom until the late autumn, when the corms may be gradually dried off and stored for the following season.

The flowers last well when cut, and a large bowl filled with gloxinias, Adiantum fern, and Eulalia japonica is as charming a combination as one could wish for.


**There is a KROESCHELL for Every Greenhouse Plant, Be It Large or Small**



KROESCHELL BOILERS have satisfactorily and permanently solved the effective burning of screenings. They will burn the worst grades of coal, even the dirtiest culm or sawdust and wood refuse.

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**It Pays For Itself**
Send for facts and figures.
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**CARTERS BULBS AND SEEDS**

Carters 1922 Bulb Catalogue contains a great many new and meritorious varieties of Spring and Summer flowering Bulbs and Seeds. The catalogue also contains a complete general list of the most popular and reliable varieties at present in demand.

**CARTERS TESTED SEEDS, Inc.**
**53 Barclay Street New York City**


## George Watson's Corner

"You in your small corner and me in mine."

Some years ago they ran away from carnations. More money in roses. Now they are wishing they were back in carnations again. More money in carnations. Ain't we the foolish creatures, Battledore and Shuttlecock—all the time.

One has to have a pretty wise head on his shoulders, to stick to a line when it is getting a little bit overdone. Prices away down. Rose men getting all the money. Now! Let's get out of the carnation business, and go into rose growing. Now the carnation men, who stuck to it through thick and thin, are reaping their reward.

Paper whites are being quoted in the wholesale flower market here today (12-7) at six per hundred. Now, where does the grower come in on that when he figures the cost of the bulbs which the French Combine have so inflated. He loses money. The wisest thing to do is to cut them off the list, and grow something else. There is such a thing as killing the goose that lays the golden egg. And that's what these over greedy Frenchmen have done. And the goose once killed will never come alive again. We have got thousands of other things to take the place of Paper Whites. Farewell, totus albus grandiflora!

What the wholesalers ought to do in their advertising in the trade papers is not what they are doing, and have been doing right along—quoting prices a week or ten days behind the market. Flower prices fluctuate from day to day according to supply and demand. What the wholesalers ought to do is to study the art of advertising from a fundamental and altruistic standpoint. Godfrey Aschman knew how. He put a lot of Godfrey into it, and they came a running. Prices had nothing to do with it. Nor the place of business. If he had lived in a wilderness, they would have made a beaten track to his door. They wanted to trade with Godfrey. Prices and location were secondary considerations. What made John Wanamaker and many other celebrities? Space paid for? No. Personality! What they had to say day by day built up their business because they knew how to say it.

As the wise men have said—tragedy and comedy are closely allied—in our


**MICHELL'S FLOWER SEEDS**

| | Tr. pkt. | Oz. |
|---|---|---|
| BEGONIA | | |
| Semperflorens Vernon | $0.50 | $5.00 |
| Semperflorens Mixed | .50 | 4.00 |
| Semperflorens Erfordii | .50 | |
| Gracilis luminosa | .40 | |
| Gracilis rosea or alba | .30 | |
| Gracilis Prima Donna | .50 | |
| LOBELIA | | |
| Crystal Palace Compacta | .40 | 2.00 |
| Crystal Palace Speciosa | .20 | 1.00 |
| Sapphire (Trailing) | .40 | |
| STOCK, EARLY FLOWERING NICE | | |
| Abundance, carmine rose | .50 | 2.50 |
| Beauty of Nice, soft pink | .50 | 2.50 |
| Crimson King, deep red | .50 | 2.50 |
| La Brilliante, crimson | .50 | 2.50 |
| Midsummer Night, violet | .50 | 2.50 |
| Monte Carlo, yellow | .50 | 2.50 |
| Mont Blanc, pure white | .50 | 2.50 |
| Old Rose | .50 | 3.00 |
| Queen Alexandra, lavender | .50 | 2.50 |
| Choice Mixed | .50 | 2.00 |
| THUNBERGIA | | |
| Mixed | .15 | .75 |
| VERBENAS | | |
| Mammoth Fancy Blue | .30 | 1.50 |
| Mammoth Fancy Pink | .30 | 1.50 |
| Mammoth Fancy Scarlet | .30 | 1.50 |
| Mammoth Fancy Striped | .30 | 1.50 |
| Mammoth Fancy White | .30 | 1.50 |
| Mammoth Fancy Yellow | .30 | 1.50 |
| Mammoth Fancy Mixed | .30 | 1.25 |
| VINCA | | |
| Alba | .20 | 1.00 |
| Alba Pura | .20 | 1.00 |
| Rosea | .20 | 1.00 |
| Mixed | .15 | .75 |

Also all other SEASONABLE SEEDS, BULBS AND SUPPLIES. WHOLESALE PRICE LIST FREE.

**MICHELL'S SEED HOUSE**
518-516 MARKET STREET
PHILA. PA.

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BOBBINK & ATKINS
NURSERYMEN,
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Rutherford, New Jersey
We are subscribers to the Nurserymen's Fund for Market Development, also, "Say It With Flowers" Publicity Campaign

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Send for Illustrated Catalog
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Nephrolepsis Norwood
BEST CRESTED FERN
4 inch pots, extra heavy, $50.00 per hundred; 6 inch, $75.00 per hundred
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Farquhar's Ferns, Palms, Cyclamen
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poor old human carcasses. Of course, we were all talking about the passing away of the world's great merchant, John Wanamaker. A young fellow at my elbow said, dash it, why didn't he select some other day. I've just got in the finest lot of new Christmas stuff from Europe, and it's on the counters this morning. Now the store is closed. And before it opens again, the Jews all around will have me skinned a mile. There is no doubt but that that boy reveres his great master like we all do; but the human comedy of it is, that he couldn't forget the chicken he was chasing just for the minute. I asked Hogan about it. He said, that's all right, how about you flower men. Well, I said, putting it in that light, it might have been a little better if he had picked the date when flowers were plentiful, instead of when they were very scarce. Bluey!

---

We certainly do take some liberties with the mother tongue. "The Man Who Saw Tomorrow" is the title of a show being staged at Twelfth and Market St. Now, how could that be. No person ever lived who ever saw tomorrow. Of course there are dreamers and crazy people; but that isn't the point. And yet, for all that, the crowds were paying their fifties and going in to see this wonder. What fools we mortals be. If this incident were in the cruder sections of the country we would not be surprised; but in wise old Philly it seems rather astonishing.

---

The passing of Bernard Eschner of the Rice Co. leaves quite a gap in the florists supply business. He was a man of parts and highly respected by all who knew him.

---

What Frank Traendly thinks, and what Frank Traendly says, are two different things. To listen to him—sounds like a thunderstorm or a cynoclasm. But when you come to know him a little better—he's real human. So don't pay too much attention to his sarcasms when you first meet him. Just think them over, and forget them. He needs a shave like the rest of us the second day, and is liable to ask you—where is the nearest barber shop. Then, you know that the old timer is human after all! The New York boys know him pretty well; but outside of that little burg he is a bit of a mystery. Boys—forget it. He only makes believe he's one of these dynamite O. N. T. things. He doesn't really blow up! Big schoolboy—old as he is. If I was half his weight and muscle, I'd give him a good licking.

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---

Ed Fancourt of the Pennock Company has just returned from a Southern visit. He saw most of our old friends in the Carolinas, Georgia, Florida, and Texas—not to mention other states of importance—and they all seem to have a kindly feeling for William Penn and Sam Pennock. Down at Second and Walnut there's a sign on a very old house:—"Here was born William Drinker in 1680, the first child born in Philadelphia." Is it any wonder his descendants are down on the crazy Volstead stuff

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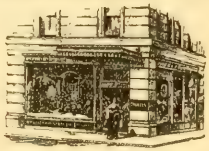
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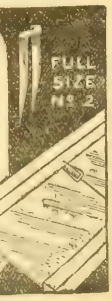
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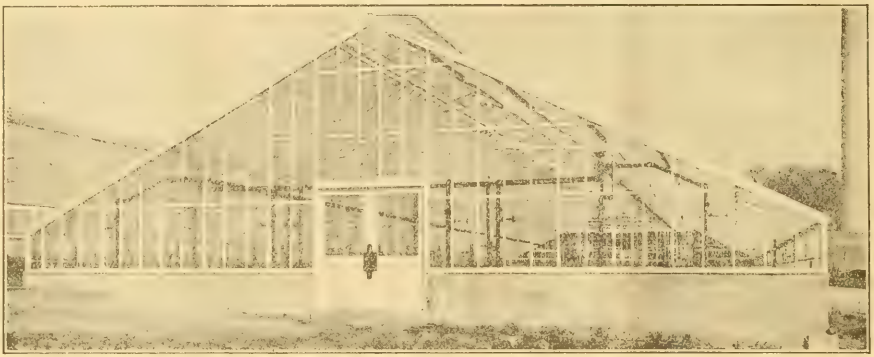
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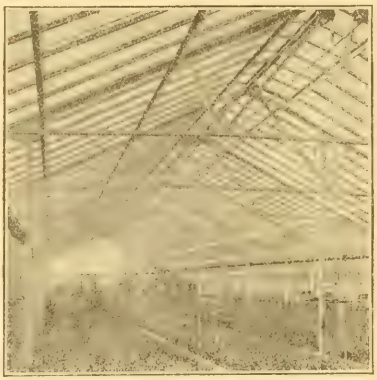
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